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ABSTRACT

Prepared as a requirement for state aid, this self-evaluation makes eight recommendations for the future of the Wake County Library System: (1) formation of a single library administrative unit entirely funded by the county; (2) preparation of written goals and objectives for library service; (3) preparation of a library organizational handbook; (4) a prioritized survey of personnel staffing; (5) continued development of staff training programs; (6) expansion of automated operations to include circulation and other technical services; (7) increased levels of funding for collection development; and (8) a facilities study to establish a new library system headquarters within seven years. An in-depth study of the community served, and an overview of the library system with profiles of selected libraries provide budgeting background information for the North Carolina State Library. Appendices include book selection procedures and policies and a self-study library standards evaluation. A bibliography provides 33 references. (RAA)

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A CLOSER LOOK:

A COMMUNITY ANALYSIS
AND LIBRARY EVALUATION OF WAKE COUNTY

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EDITED BY
VALERIE W. LOVETT

DEPARTMENT OF THE WAKE
COUNTY LIBRARY

1979

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PART I

RECOMMENDATIONS

INTRODUCTION

This report was prepared for the North Carolina State Library as a requirement for eligibility for State aid. The State Library will be using this report and others like it to prepare justifications for its budget needs.

When examining information on the Wake County community, the library staff found that the information contained in the Wake County Information and Referral Center files almost complete for our needs. Additional information was obtained from the various agencies and organizations mentioned in the report. We are especially indebted to Mr. Bill Floyd of the Wake County Planning Department and to the Raleigh Chamber of Commerce.

Not all information which was gathered could be included in the report. Therefore, we have attempted to be representative of the system in presenting data.

I would also like to extend my thanks to the members of the Public Services staff who worked so hard upon the report, particularly Cate Howard, Tom Foster, Carol Reilly, Nancy Massey, and Lin Siegle. Special thanks are due to Opal Pegram who typed and retyped the many drafts of the report.

Valerie Lovett

Valerie Lovett

June, 1979

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RECOMMENDATIONS

The Wake County Library system, established in 1970, has had an arduous existence. Its development has come more as a result of political pressures and expedience than through advance planning and orderly development of library services. The organizational structure of the system is difficult to manage. The restructuring of the organization favored by the County Commissioners is retrogressive and unmanageable. Neither organizational structure is adequate for good administration, good library service, or good use of personnel and resources. Therefore:

IT IS RECOMMENDED THAT THE WAKE COUNTY LIBRARY SYSTEM BECOME A SINGLE ADMINISTRATIVE UNIT, ENTIRELY FUNDED BY THE COUNTY OF WAKE.

As people on library or elective boards, in government administration, and on library staff turnover, new ideas about library services are expressed. This in itself is good. However, it has also caused fluctuations in priorities for the library system on a year to year basis, creating a start-stop-restart atmosphere. A lack of written goals and objectives for the system contributes to this problem. Therefore:

IT IS RECOMMENDED THAT THE LIBRARY STAFF AND THE LIBRARY COMMISSION STUDY THE LIBRARY SYSTEM AND PREPARE GOALS AND OBJECTIVES FOR LIBRARY SERVICE FOR THE NEXT DECADE.

Governance of the library system often is misunderstood by the general public, lay boards, local officials, and library staff. Problems arise when people trying to deal with library issues have differing interpretations of the facts. Therefore:

IT IS RECOMMENDED THAT LIBRARY ADMINISTRATION PREPARE AN ORGANIZATIONAL HANDBOOK FOR ORIENTATION OF OFFICIALS, TRUSTEES, STAFF, AND PUBLIC.

The inadequacies of the size of the library staff is illustrated by comparing current staff to library standards. There is a lack of needed paraprofessional staff and a severe lack of needed professional staff. This affects the variety and type of services which can be given. Therefore:

IT IS RECOMMENDED THAT THE PERSONNEL NEEDS AND PRIORITIES FOR THE LIBRARY SYSTEM BE STUDIED AND THAT NEEDED POSITIONS BE FUNDED IN THE ORDER DETERMINED BY THE STUDY.

Library staff have pointed to the necessity for improved staff development. Additional training in procedures, policies, and public relations is required. Revision of the library staff manual is tied to orientation and training, as it is the reference tool for policies and procedures. Therefore:

IT IS RECOMMENDED THAT THE LIBRARY STAFF CONTINUE DEVELOPMENT OF A STAFF TRAINING PLAN AND MANUAL REVISION, AND THAT THE LIBRARIES OF THE SYSTEM BE CLOSED THREE OR FOUR DAYS AT VARIOUS TIMES DURING THE YEAR FOR STAFF TRAINING PURPOSES.

Library automation will relieve the staff of many clerical functions, thus providing time to develop and offer more user services. Therefore:

IT IS RECOMMENDED THAT LIBRARY AUTOMATION PROCEED FROM THE COMPUTER OUTPUT MICROFILM CATALOG DEVELOPMENT TO AN AUTOMATED CIRCULATION SYSTEM AS QUICKLY AS IS TECHNICALLY POSSIBLE, AND THAT CONTINUED AUTOMATION OF WORK IN TECHNICAL SERVICES PROCEED AS QUICKLY AS POSSIBLE.

Substantial progress has been made in collection development. The library system has worked toward the funding level of adding 1/6 book per capita each year. A five-year program was proposed, but only the first year was funded. Therefore:

IT IS RECOMMENDED THAT THE BOOK BUDGET BE INCREASED OVER A FOUR YEAR PERIOD UNTIL IT REACHES THE LEVEL OF FUNDING NECESSARY TO ADD 1/6 BOOK PER CAPITA, AND THAT A SIMILAR DEVELOPMENT PLAN BE ESTABLISHED FOR AUDIO-VISUAL MATERIALS AND PERIODICAL COLLECTIONS.

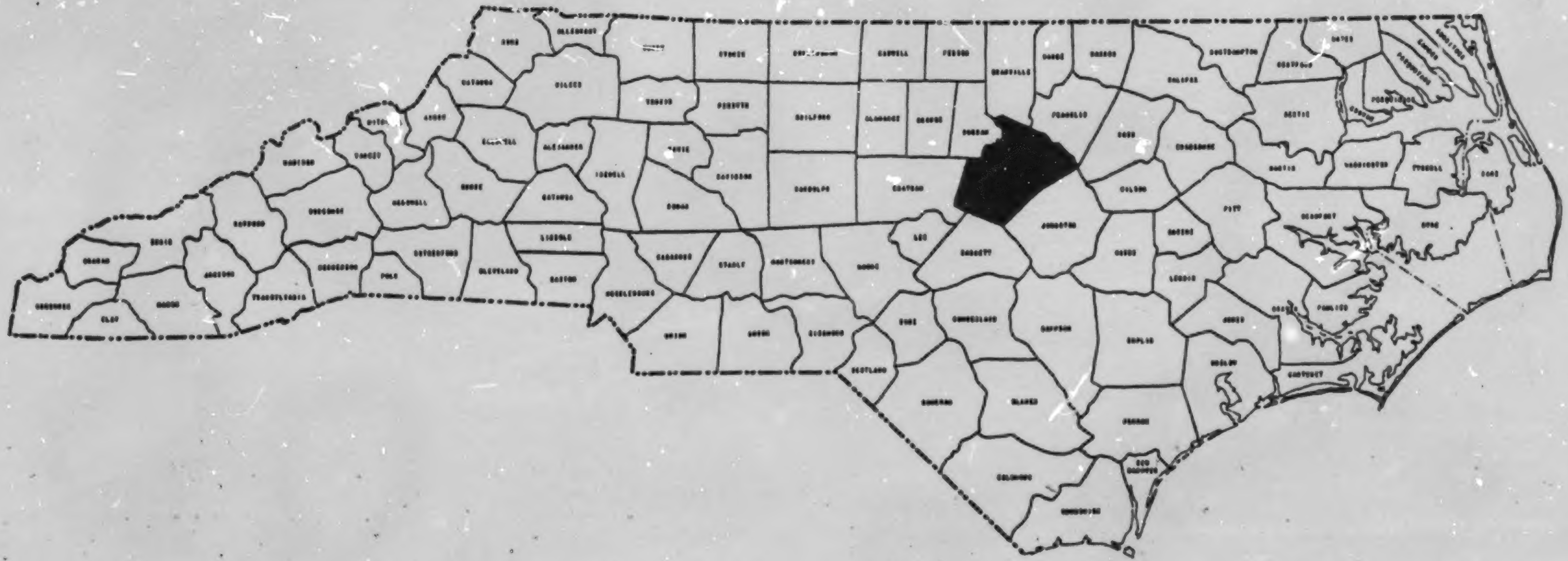
The Olivia Raney Library, the headquarters facility is totally inadequate and inappropriate. It was designed as a dime store not a public library. It lacks space for stacks, staff work areas, public reading and study areas, adequate restrooms, meeting rooms, adequate mechanical systems, and parking accessibility. Replacement and possibly relocation of the facility is needed. Therefore:

IT IS RECOMMENDED THAT A BUILDING STUDY, ASSESSING NEEDS OF A HEADQUARTERS FACILITY BE PREPARED BY THE LIBRARY STAFF, THAT A SITE STUDY BE CONDUCTED BY AN ESTABLISHED LIBRARY BUILDING CONSULTANT, AND THAT A NEW HEADQUARTERS FACILITY, BASED UPON STUDY RECOMMENDATIONS, BE CONSTRUCTED IN THE NEXT SEVEN YEARS.

PART II

WAKE COUNTY:
THE COMMUNITY

NORTH CAROLINA



WAKE COUNTY: THE COMMUNITY

HISTORY OF WAKE COUNTY

A few days before Christmas, 1770 the bill was introduced in the General Assembly which would form Wake County from parts of Johnston, Cumberland and Orange Counties. On March 12, 1771, the action of the legislature made the County of Wake a reality, and the charter of the new Wake County was signed by Governor William Tryon in the name of the King on May 22, 1771. Traditionally the county is assumed to have been named after Governor Tryon's wife, Margaret Wake.

In June of 1771, the first court convened in the county, and a committee was appointed by the General Assembly to locate the county seat. The center of activity for approximately twenty years was Wake Courthouse, also known as Bloomsbury and Wake Crossroads. In 1792 the decision was made by the N. C. General Assembly to locate a permanent state capital on land purchased from Colonel Joseph Lane. In April of 1792 William Christmas laid out the city that was to become Raleigh. The state capital, named for Sir Walter Raleigh, eventually became the seat of county government for Wake County.

Despite disparaging comments from "civilized towns" which had lost to Raleigh as choices for state capital, and despite slow initial development, Raleigh was thriving by the mid 1880s. With the completion of the new Capitol building and the Raleigh and Gaston Railway (the longest in the world), Raleigh had great cause for celebration in June, 1840. The county was boasting a population of over 21,000 and was ahead of such giants as Guilford, Mecklenburg and New Hanover Counties. As agriculture flourished, Wake County was dotted with thrifty farming communities. From 1840 to 1860, the county enjoyed satisfactory growth.

Then came the Civil War. Wake County, like much of North Carolina, was Union in sentiment, yet enthusiastically went to war; the county served as a supply, troop, and transportation center. In spite of its strategic importance, the county escaped invasion until the very end of the war. Peace proved to be in many ways more difficult than war. Raleigh was the last Confederate capital to be occupied; despite some pillaging and looting, on the whole the occupation by Yankee troops was peaceful. Raleigh was spared the destruction which rained upon Atlanta, Georgia, Columbia, South Carolina and other southern cities.

The dislocations of Reconstruction were endured, and by the late 1870's Wake County saw substantial expansion of its commerce. The banks returned, and by 1890 industry had arrived. Among flourishing enterprises were products such as the following: cotton, fertilizer, cigars, candy, wagons, paper, clothing, brooms, wines, soaps, tanning, bricks, quarries, marble, printing, lumber, oil, electric generation, and trolleys.

By 1917 Raleigh was an industrial leader, ranking fifth in the United States among cities of its size. In that year, Raleigh had sixty-seven small manufacturing plants worth $3,000,000. Three railroads served the county, with sixty passenger trains a day. But industrial progress slowed to a stop. The railroad-spawned towns surrounding Raleigh had all been firmly established and were thriving as well. At first total support for these towns came from the farms which lay around them. Tobacco joined cotton as a cash product, and Wake became one of the five leading agricultural counties in the state.

All the present day colleges were in existence and growing. Both public and private funds provided handsome structures for institutions and agencies headquartered in Raleigh. Culture and education were on the rise. The county became the home of the North Carolina Museum of Art; Memorial Auditorium was built; Dorton Arena on the State Fair Grounds was completed.

Despite the promising recovery Wake County made from the Civil War and its industrial strength in the early 1900's, the county did not develop industrially as did the Piedmont section of the state. According to Bill Sharpe's analysis of the situation in Wake County, Wake decided not to join the industrial revolution which took place in counties like Mecklenburg, Forsyth, and Guilford. The years from 1920 through 1950 saw Wake County concern itself with agriculture to the exclusion of almost everything else. In Raleigh, the leadership was little interested in commercial and industrial growth. The attitude of complacency which existed during that period still lingers in some circles of county society. In truth, there were, during that thirty year period, no individuals nor groups with risk capital and motive for bold development - no Duke, no Reynolds, no Cannon.

The primary growth in Wake County during that thirty-year period was in education and other white collar jobs. The fact that many city leaders came from other parts of the country and were in Raleigh as officials and public servants whose time in the city was limited to a few years may explain the indifference to commercial development. The energies of these individuals were channeled into building the state capital into a more liveable rather than a more prosperous community.

Three factors may have simultaneously conspired to drag Wake County into the twentieth century: the establishment of the Research Triangle Park, the realization of the need for growth on the part of the merchants of Wake County, and the growing attractiveness of the Sun Belt (of which North Carolina is a part) to companies traditionally headquartered in the Northeastern United States. The years from 1950-1960 became known as the decade of modern industrialization in Wake County; during that ten years the county gained 23.9 percent in population.

Westinghouse Electric was the first company to lead the way for many others. The Raleigh Chamber of Commerce hired an industrial engineer and manufacturing plants started coming. Among them were Corning Glass, International Paper, Gordon Foods, ITT, Rockwell Manufacturing, Burlington Industries, and Electric Storage Batteries. New local industries joined pioneer Peden Steel and other old-timers like Aeroglide and Aerotron. Industry came to other Wake towns - Devil Dog to Zebulon; Cornell-Dubilier, Wake Manufacturing Co., and Paragon Southern in Fuquay-Varina; A. Schrader and Athey Corporation to Wake Forest; Schieffelin to Apex. This trend has continued through the 1970's as we reach 1980.

The county's "exclusive weapon" has been its role as the center of government and politics. Competitors for the state capital realized there was some advantage in obtaining the seat of government, but they could not have dreamed in 1792 that it was a timebomb with a built-in growth factor which would mushroom, grow and grow, and never suffer seriously from recession, dislocation, or abandonment.

The Research Triangle grew out of the work and planning of Luther H. Hodges, Governor of North Carolina from 1956-60. The "triangle" has at each of its points three major universities - North Carolina State University in Raleigh, Duke University in Durham, and the University of North Carolina in Chapel Hill. The Research Triangle Foundation is a nonprofit corporation/or trusteeship set up with private funds to develop the Triangle Park, composed of over 5,000 acres of land located in Durham and Wake Counties. The Park has been set aside for research and research-oriented manufacturing. The very appearance of the Park was designed to reflect a campus-like atmosphere. The Triangle is an area where some of the nation's most outstanding scientific minds are working in an atmosphere dedicated to the principle that research, development and education are necessary forerunners to industrial growth.

Hodges' dreams for the Research Triangle have surely been realized as its present day success will prove. (For further details concerning specific companies operating from the Research Triangle, the reader is referred to the Raleigh Chamber of Commerce's Organizations Employing Over 100 which can be found at the end of the Commercial section.)

The existence and success of the Research Triangle have contributed to one of Wake County's intangible assets which is the atmosphere of learning and scientific competence and experimentation. The fact that a large part of the population speaks "the language of science, education and modern business" does much to make the region more congenial and appealing to high level executives and supervisory personnel.

At present there is an interesting socio-cultural phenomenon occurring in Wake County. The newcomers from other parts of the country are challenging the Wake County establishment which is still to a large extent controlled by land-owners interested in keeping taxes low and offering only those services mandated by law. People from New York, New Jersey, Pennsylvania are demanding more recreational facilities and better libraries and more services. Younger North Carolinians born in or recently located in Wake County join the demands for additional services. At the present time the establishment is firmly entrenched and refusing to budge. The library system is among other service agencies caught in the crossfire. Only time will tell whether the balance of power will be won by the newcomers and homegrown progressives.

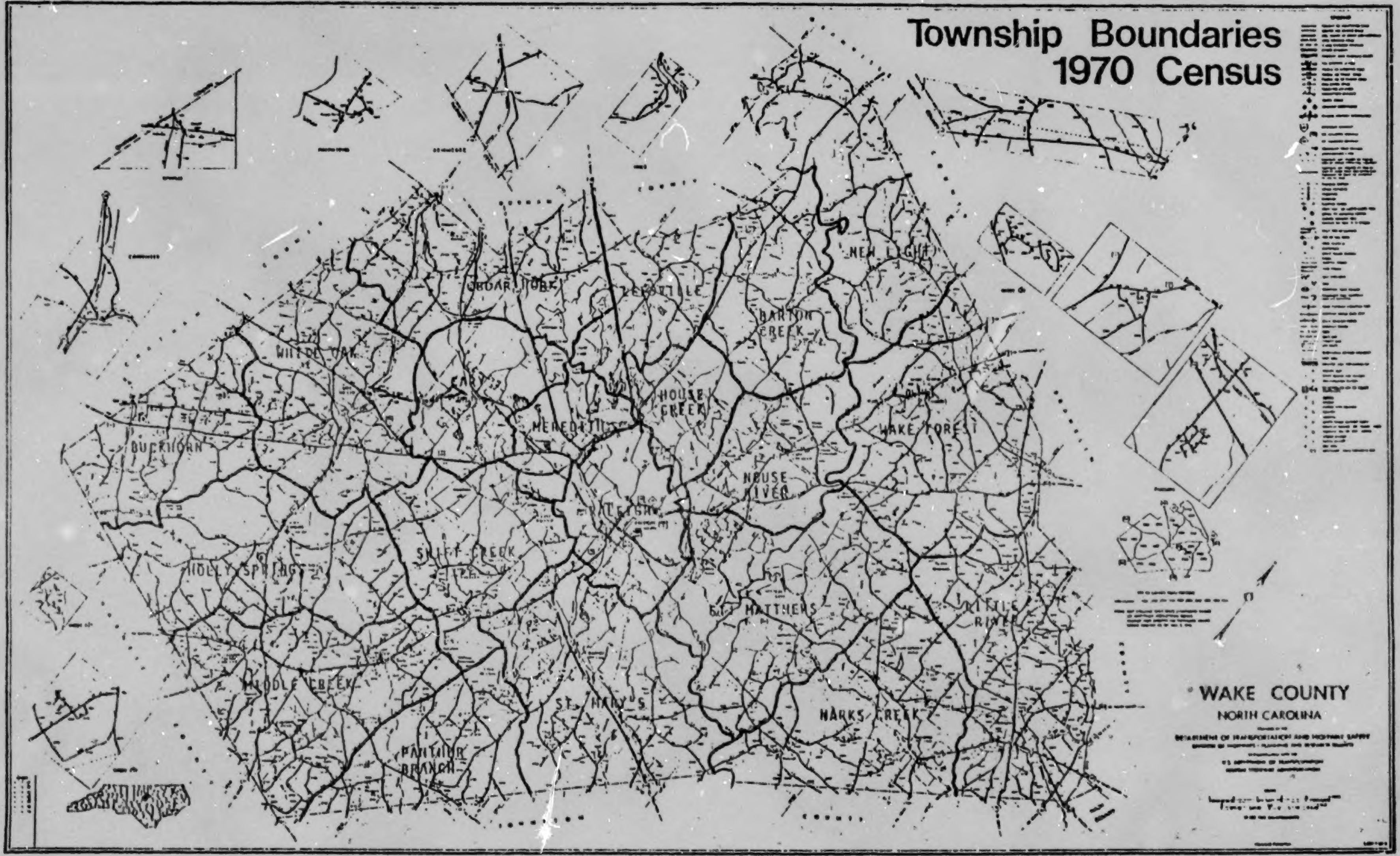
TOPOGRAPHY

Wake County lies in the center of North Carolina. It is in the Piedmont physiographic province but a small part of the southern portion of the county lies in the Coastal Plain province. The fall line runs through the middle of the county. To the north and west of Raleigh, the county seat and capital of the state, the land is rolling and hilly, similar to the Piedmont to the west. East and south of Raleigh the land is rolling and gently sloping. It begins to resemble the eastern coastal plain of the state.

Wake County is by far the largest urban county in the state. It encompasses 864 square miles and is bounded by Granville, Franklin, Harnett, Chatham, Johnston, Nash, and Durham Counties.

Most of the county lies 350-400 feet above sea level. The average rainfall is 42.54 inches per year. The mean temperature for January is 40.5^{O}F and for July 77.5^{O}F, with average limits being a low of 20^{O}F and a high of 95^{O}F. The percentage of sunshine hours for a day is 63%.

In addition to Raleigh, there are eleven other incorporated municipalities within the county. These are Apex, Cary, Fuquay-Varina, Garner, Holly Springs, Knightdale, Morrisville, Rolesville, Wake Forest, Wendell, and Zebulon.

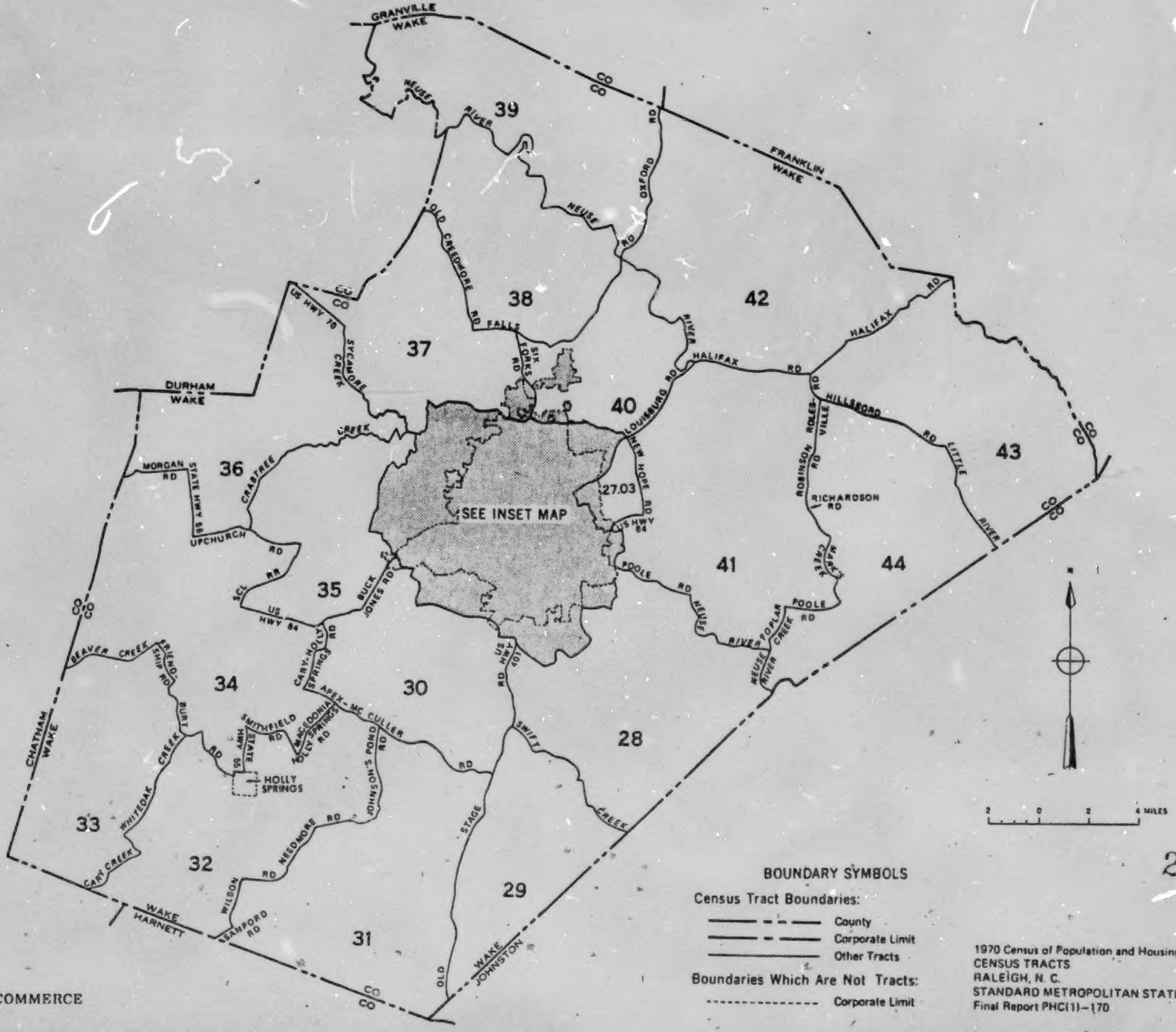


Township Boundaries 1970 Census

WAKE COUNTY
NORTH CAROLINA

NEW LIGHT
CEDAR FORK
LEESVILLE
BARTON CREEK
WHITE OAK
CARY
HOUSE CREEK
MEREDITH
WAKE FOREST
BUCKHORN
NEUSE RIVER
RALEIGH
SWIFT CREEK
HOLLY SPRINGS
ST. MATTHEWS
LITTLE RIVER
MIDDLE CREEK
ST. MARY'S
MARKS CREEK
PANTHER BRANCH

CENSUS TRACTS IN THE RALEIGH, N.C. SMSA


GRANVILLE
WAKE
FRANKLIN
WAKE
DURHAM
WAKE
CHATHAM
WAKE
WAKE
HARNETT
WAKE
JOHNSTON
CO
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27.03
SEE INSET MAP
NEUSE RIVER
OXFORD RD
OLD CREEDMORE RD
FALLS
SIX FORKS RD
US HWY 70
SYCAMORE CREEK
CRABTREE CREEK
MORGAN RD
STATE HWY 55
UPCHURCH RD
SCL RR
BUCK JONES RD
US HWY 64
LOUISBURG RD
HALIFAX RD
NEW HOPE RD
ROLESVILLE RD
HILLSBORO RD
LITTLE RIVER
ROBINSON RD
RICHARDSON RD
MARKS CREEK
POOLE RD
POPLAR CREEK
BEAVER CREEK
FRIENDSHIP RD
BURT CREEK
CARY-HOLLY SPRINGS RD
APEX-MC CULLER RD
SMITHFIELD RD
STATE HWY 55
MACEDONIA
HOLLY SPRINGS RD
JOHNSON'S POND RD
US HWY 401
SWIFT CREEK
WHITEOAK CREEK
HOLLY SPRINGS
CARY CREEK
NEEDMORE RD
WILSON RD
SANFORD RD
OLD STAGE RD
N
2 0 2 4 MILES
BOUNDARY SYMBOLS
Census Tract Boundaries:
County
Corporate Limit
Other Tracts
Boundaries Which Are Not Tracts:
Corporate Limit

23

24

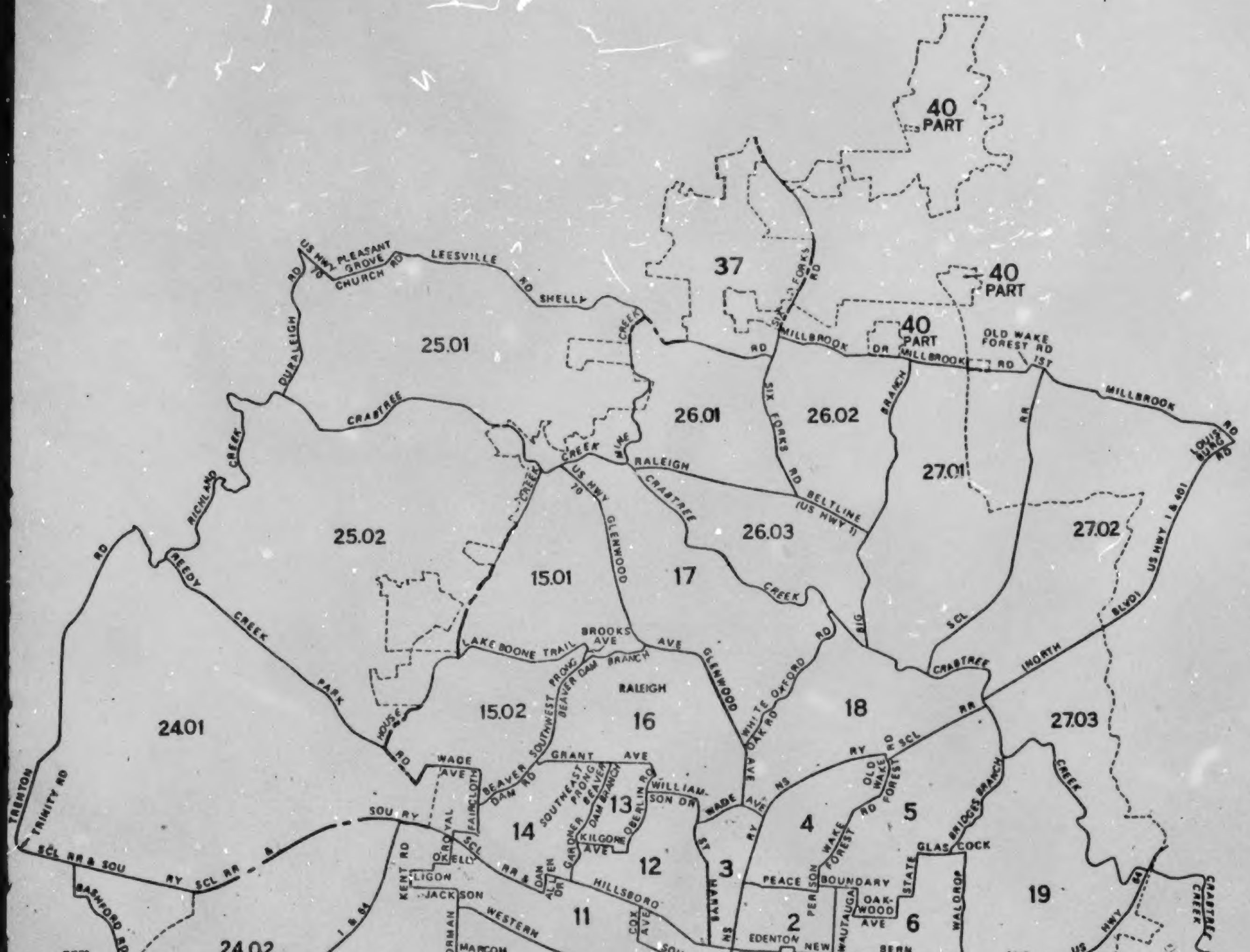
S. DEPARTMENT OF COMMERCE
REAU OF THE CENSUS

1970 Census of Population and Housing
CENSUS TRACTS
RALEIGH, N. C.
STANDARD METROPOLITAN STATISTICAL AREA
Final Report PHC(1)-170

1 OF 2

CENSUS TRACTS IN THE RALEIGH, N.C. SMSA

INSET MAP - RALEIGH AND VICINITY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RALEIGH
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2
6
24.02
24.03
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10
7
20.01
35
30 PART
9
8
20.02
23
22.01
21.02
22.02
30 PART
21.01
US HWY 70
PLEASANT GROVE CHURCH RD
LEESVILLE RD
SHELLEY RD
DURALEIGH RD
CRABTREE CREEK
RICHLAND CREEK
REEDY CREEK PARK RD
SIX FORKS RD
MILLBROOK RD
OLD WAKE FOREST RD
BELTLINE (US HWY 1)
GLENWOOD AVE
LAKE BOONE TRAIL
BROOKS AVE
BEAVER DAM BRANCH
WHITE OAK RD
OXFORD RD
SCL RR
US HWY 1 & 401
LOUISBURG RD
HOUSE CREEK
WADE AVE
GRANT AVE
SOUTHWEST PRONG
SOUTHEAST PRONG
OBERLIN RD
WILLIAMSON DR
KILGORE AVE
FAIRCLOTH
ROYAL
OKELLY
LIGON
JACKSON
KENT RD
HILLSBORO
WESTERN BLVD
GORMAN
MARCOM
VARSITY DR
COX AVE
SOU RY
NS RY
PEACE
BOUNDARY
PERSON
WAKE FOREST RD
WAUTAUGA
OAKWOOD AVE
STATE
GLASCOCK
WALDROP
BRIDGERS BRANCH
EDENTON
NEW BERN AVE
LENOIR
EAST
POOLE RD
ROCKY BRANCH
HOKE
BRAGG
HOLMES
GARNER RD
WALNUT CREEK
QUARRY RD
ROCK QUARRY RD
SUNNYBROOK
CRABTREE CREEK
TRENTON RD
TRINITY RD
SCL RR & SOU RY
BASHFORD RD
BUCK JONES RD
US HWY 1 & 64
FERRY RD
WHEELER RD
AVENT FERRY
HOLLY SPRINGS RD
LAKE WHEELER
OLD TRYON RD
US HWY 70
SANDERFORD RD
CREECH RD
LITTLE ARM BRANCH
YEARGAN RD
N
2000 0 2000 6000 FEET

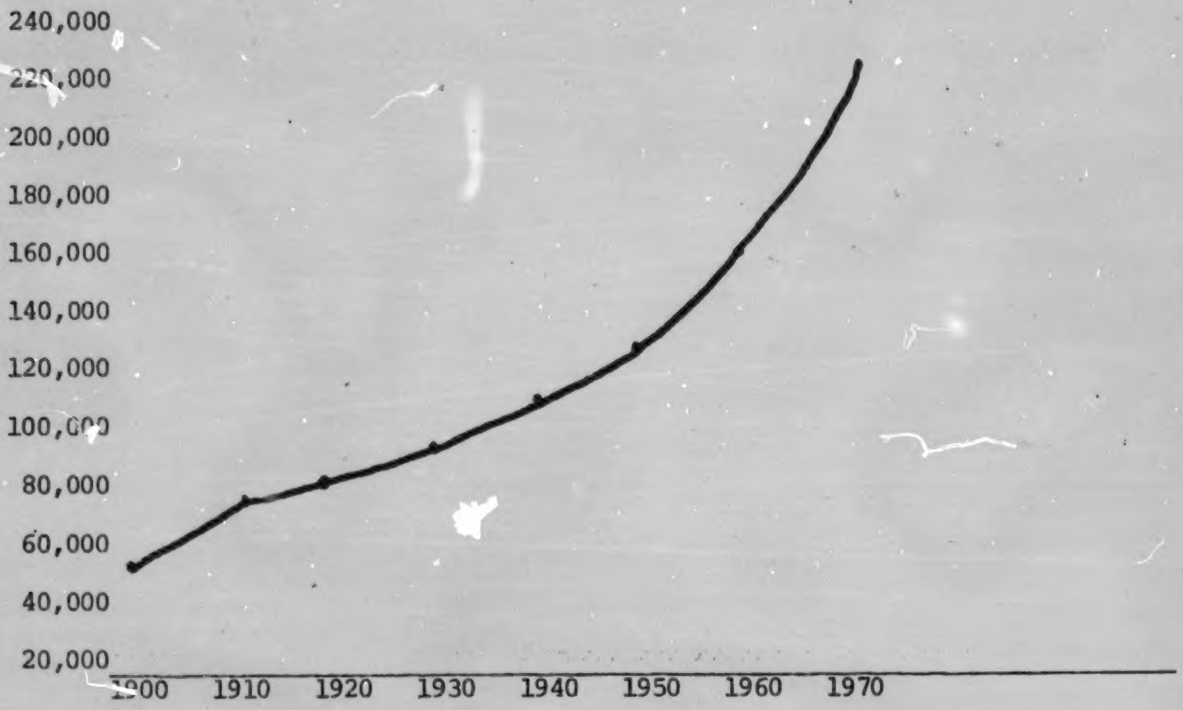
1970 Census of Population and Housing
CENSUS TRACTS
RALEIGH, N.C.
STANDARD METROPOLITAN STATISTICAL AREA

DEMOGRAPHY

Wake County is the most rapidly growing urban county in North Carolina. Some parts of the county have doubled or tripled population since 1970, therefore, analysis of U. S. census data must be cautious. One cannot assume that social and demographic characteristics have increased proportionately with such growth.

According to the United States Department of Commerce the population of Wake County has been recorded as follows:

POPULATION OF WAKE COUNTY
1900-1970



1900 - 54,626
1910 - 63,229
1920 - 75,155
1930 - 94,757
1940 - 109,544
1950 - 136,450
1960 - 169,082
1970 - 228,453

More recent estimates by the Bureau of the Census provide the following population data:

WAKE COUNTY ESTIMATED POPULATION

1971	1972	1973	1974	1975	1976	1977
235,700	241,600	250,800	250,600	263,800	269,500	274,800

The county's future population will probably exceed estimates prepared by the Wake County Planning Department showing:

WAKE COUNTY POPULATION PROJECTIONS

1980	1985	1990	1995
293,500	327,000	366,500	410,000

In North Carolina Wake County is unusual in its dispersion of the urban population among twelve municipalities as follows:

WAKE COUNTY MUNICIPAL POPULATION

Note: This includes the 1977 population living in areas annexed through July 1, 1978.

Municipality	April 1, 1970 /a	Population Estimate July 1, 1977 /b	Percent Increase April 1, 1970-July 1, 1977 /b	Population Estimate July 1, 1979 /d
Apex	2,234	3,140	40.6	3,390
Cary	7,686	18,690	143.2	21,726
Fuquay-Varina	3,576	3,650	2.1	3,670
Garner	4,923	9,630	95.6	10,928
Holly Springs	697	770	10.5	790
Knightdale	815	950	16.6	987
Morrisville	209	280	34.0	300
Raleigh	122,830	148,730	21.1	155,875
Rolesville	533	650	22.0	682
Wake Forest	3,148	4,390	39.5	4,733
Wendell	1,929	2,300	19.2	2,402
Zebulon	1,839	2,160	17.5	2,249
Total	150,419	195,340	NA	207,732
% of County	65.7	71.1	NA	72.3
Wake County	229,006	274,800 /c	20.0	287,433
N. Carolina	5,084,411	5,525,000 /c	8.7	5,646,542

Sources: a/ 1970 Census of Population

b/ N. C. Department of Administration, Division of State Budget & Management, "North Carolina Municipal Population 1977", December 1978. Beginning in 1972, distribution of tax funds required these estimates to be done.

c/ U. S. Department of Commerce, Bureau of the Census, "Federal-State Cooperative Program for Population Estimates", Series P-26, No. 77-33, Issued September 1978. The State & County figures are provisional estimates for July 1, 1977.

d/ Wake County Planning Department, December 1978. These estimates were calculated by the method of least squares, based on the population trend between April 1, 1970 & July 1, 1977.

Prepared by: Beth Boyd, Statistician-Wake County Planning Department.
April 4, 1979.

During the past year the library staff has tried to analyze demographic and social information about the various branch service areas emphasizing those characteristics which are typical of library users. In applying the same criteria to the whole county the same generalizations can be made.

The age distribution of the population corresponds with state and national averages. It also corresponds with the national trend to an older population. The average number of children per family is 1.24. The public school system is predicting declining school population in coming years. The effect of the numerous colleges and universities is reflected in the age bracket of 19-34. The county has 10% more persons in this age category than the state and the nation. This is likewise reflected in the lower household population than is average.

An increaingly educated population is having a major impact upon the county. In 1970 educational levels were higher than those of North Carolina. Of the population over 25 in the county, 53.6 had finished high school as compared with 50.5% of the U.S.A. and 38.5% in N. C. However, 30.8% of the population had college education as compared with 16.7% at the national level. More than half of the thirty percent had completed college and 21.4% of the population as compared to 11.9% nationally were enrolled in college. The median school years completed by persons over 25 years of age was 12.2 as compared with 12.1 nationally.

Employment runs on an average with national levels - 61.2%

employed in the labor force as compared to approximately 58% nationally. However, unemployment runs substantially lower than national averages. There is also a notable difference in occupation characteristics. There are more white collar workers in the county than at state or national levels and fewer skilled workers. Of the former, 59.2% of the workers in Wake County are in the white collar workers categories as compared to 39.7% in N. C. and 48.3% in the U.S.A. This reflects the effect of state government, the universities- and the Research Triangle Park. Conversely in N. C. 40.8% and in the U.S.A. 31.4% of the work force consists of skilled labor. In the county it is 21.7%. The number of unskilled laborers is at a comparable level, 19.1%, as state and national levels. Analyzing industry occupation categories one finds this data reflected in that there are fewer people (as opposed to state and national levels) in manufacturing and more in professional occupations, public administration, education, finance, and communications/utilities occupations.

Income figures for Wake County are substantially higher than for the state. The median income for the county was $9,557 while for North Carolina it was $7,774. The national median income was $9,590. Income distribution was as follows:

0-$5,000 - 20.2%, $5,000-$7,999 - 19.3%, $8,000 - $14,999 - 39.9%,
$15,000 - $24,999 - 16.1%, $25,000+ - 4.6%.

In 1969 the per capita income was $3,639 for Wake County. In 1977 it was $6,993.

LIFE STYLE

Wake County is not one community, it is many communities. It has urban, suburban, and rural communities within its borders. The population profile of the county has changed from a rural configuration to an urban-suburban one over the past fifteen years. Residents identify closely with their local community whether it is an incorporated town such as Wake Forest, an unincorporated community such as Lizzard Lick, or a neighborhood such as north Raleigh.

Increases in population have occurred as the universities, the state government, and the Research Triangle Park have grown. Many residents are new to the area, to the state, and even to the southeastern region. Inward migration has been heavy from the northeastern and midwestern states. Most of these people have settled in the Cary-North Raleigh areas, and their influence is important in these areas.

The diversity of community life within the county-urban-suburban-rural, university and college, ethnic, inward migration influences and others, means that the opportunities for self-expression and self-development are enhanced for those who live here. Cultural, educational, recreational, religious, and other organizations find many ways to express their interests.

The diversity also creates differences in how the community - whether it is the town, the county, the neighborhood, the organization - should develop. It creates differences as to the priorities in which groups are interested, the problems which groups should try to solve, the resources which should be brought to bear upon tasks which are at hand.

The life style of this county is a cross section of the life styles of this country. While it may not offer the extremes in any one mode of life, it will generally offer what can be found across the country. It is a vigorous community, enhanced by its differences and alive to its future.

TRANSPORTATION

Major expansion, maintenance, and betterment of primary and secondary highways in the Federal and State highway system in Wake County is the State's responsibility. On January 1, 1976 there were approximately 1,717 miles of State maintained roads in the county. As a result of the closing of many miles of roads for the Carolina Power and Light's Shearon Harris Nuclear Power Plant and the Falls of Neuse Lake Reservoir, the number of miles of state maintained roads in the county has been reduced by 181 miles, to approximately 1,536 miles on January 1, 1979.

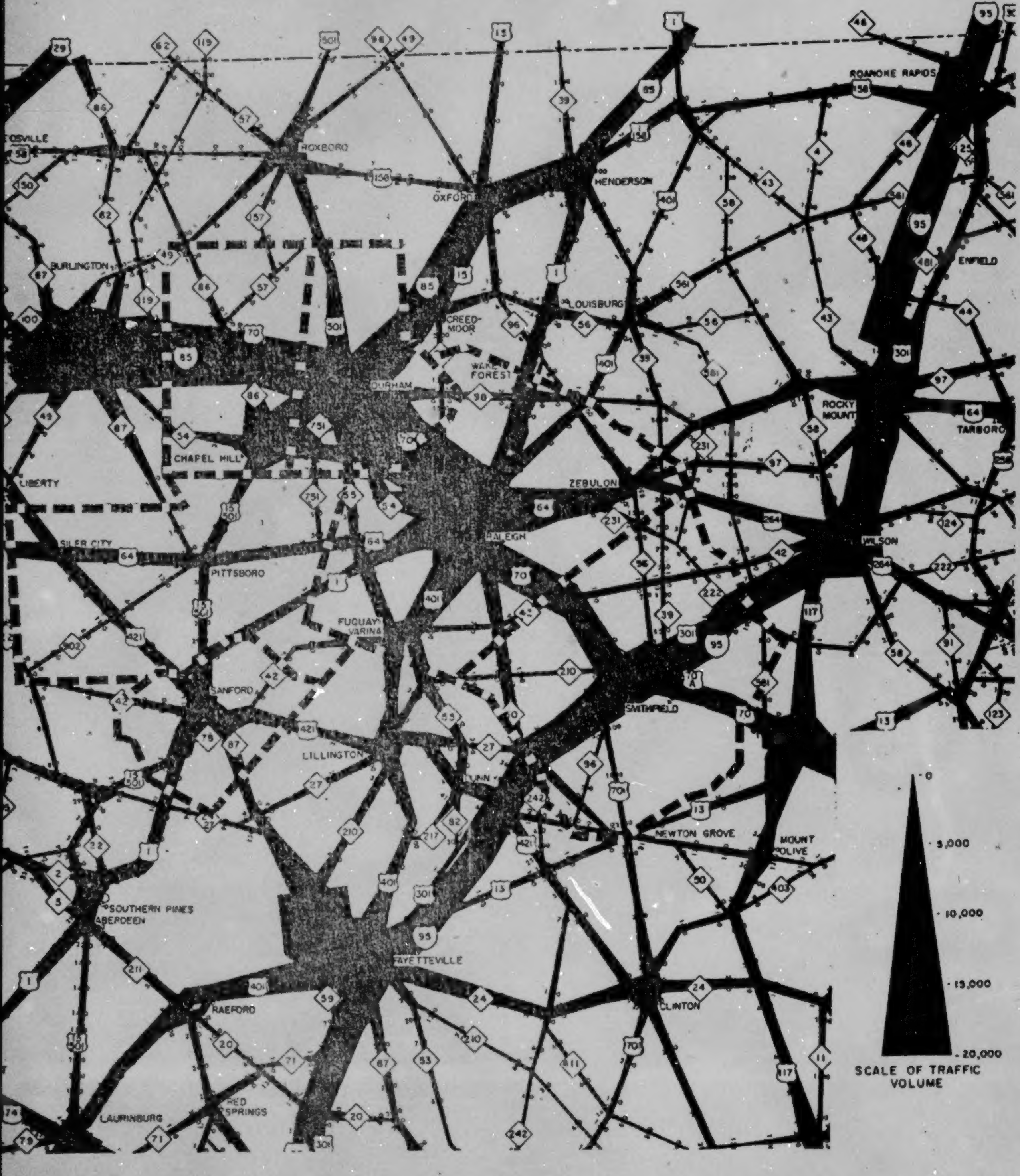
Major expansion, maintenance, and betterment of the local municipal street systems are the sole responsibility of the cities. On July 1, 1976, the number of linear miles of streets maintained by Raleigh were approximately 467 miles; and approximately 475 miles on July 1, 1978.

Raleigh has a municipally owned bus transit system, Capital Area Transit (CAT), which was acquired from a private owner in October, 1975. The City of Raleigh is assisted in financing CAT by federal funds. It provided 1,914,267 passenger trips in the calendar year 1978, an increase of 11% over 1977.

Raleigh-Durham Airport is a major regional airport served by six scheduled airlines, three commuter airlines, and corporate aircraft facilities. There are nine other airports in the county. The airport is operated by the eight member Raleigh-Durham Airport Authority with two members appointed by the county, the cities of Raleigh and Durham, and Durham County. The county is not financially responsible for capital improvements or operations.

Two private bus companies provide connecting bus service to Raleigh on a nationwide basis. The community is provided with passenger train service by Amtrak, and freight service by two railroad lines (Southern Railway and Seaboard Coastline). The county is also served by 39 motor freight carriers. One interstate highway (I-40), four U.S. highways (U.S. 1, 64, 70, and 401), and seven North Carolina highways (N.C. 42, 50, 54, 55, 96, 98, and 231) lead to Raleigh.

TRAFFIC MAP
AVERAGE 24 HOUR DAY - ALL VEHICLES


ROXBORO
OXFORD
HENDERSON
ROANOKE RAPIDS
ENFIELD
BURLINGTON
LOUISBURG
CREEDMOOR
WAKE FOREST
DURHAM
ROCKY MOUNT
TARBORO
CHAPEL HILL
LIBERTY
ZEBULON
SILER CITY
RALEIGH
WILSON
PITTSBORO
FUQUAY VARINA
SANFORD
SMITHFIELD
LILLINGTON
DUNN
NEWTON GROVE
MOUNT OLIVE
SOUTHERN PINES
ABERDEEN
FAYETTEVILLE
RAEFORD
CLINTON
RED SPRINGS
LAURINBURG
0
5,000
10,000
15,000
20,000
SCALE OF TRAFFIC VOLUME

COMMERCIAL ACTIVITIES

The Research Department of the Raleigh Chamber of Commerce has provided a great deal of information on employment in Wake County. A copy of its publication, *Organizations Employing Over 100, Raleigh-Wake County, North Carolina, Research Triangle Park, North Carolina*, follows the narrative in this section. Much of the information found in this section is based upon the 20-page document.

In Raleigh and Wake County the majority of the population (59.2%) are classified as white collar workers, and most of these people are employed in agencies and organizations which can be characterized as selling or delivering a service. An analysis by the Wake County Planning Department of information supplied by the Raleigh Chamber of Commerce indicates that over 45,000 people are employed in service occupations. Among the largest employers are the following:

The State of North Carolina (15,004)
North Carolina State University (5,650)
Carolina Power and Light Company (5,578)
Wake County School System (5,015)
The United States Government (2,363)
Wake County Medical Center (2,363)
The City of Raleigh (1,703)
Southern Bell Telephone Company (1,197)
Rex Hospital (1,300)
Dorothea Dix Hospital - a regional psychiatric hospital (1,400)
The County of Wake (950)

Although the Research Triangle Park is located primarily in Durham County, approximately 5,250 people (65% of the total 13,000 employed at the Research Triangle Park) live in Raleigh and Wake County.

Not all the people, who are represented by the employers listed above, live in Wake County. Raleigh, the state capital and the county seat, draws workers from the surrounding counties - especially Franklin, Johnston, and Harnett. Although Wake County does not derive benefit from taxes paid by these individuals, local merchants receive considerable benefit.

Analysis of the industry occupation categories indicated that there were fewer people (21.7% of the work force) in manufacturing and more people in professional occupations, public administration, education, finance, and communications/utilities occupations in Wake County in 1970. Although the 1980 census may confirm that such is still the case, the City of Raleigh and Wake County have experienced considerable growth in industry from 1969 through 1978. Ten Year Growth Statistics, Raleigh, N.C. (1969-1978) prepared by the Research Department of the Raleigh Chamber of Commerce states that "thirty-nine new industries increased manufacturing employment by 48%- - 23,000 employed with an annual payroll of over $250,000,000."

As stated in the section on Wake County demography, 19.1% of the labor force is classified as unskilled laborers. Despite the fact that the farm population has not grown when compared with the growth of the general population in Wake County, agriculture still plays a very important part in the financial life of the county. The following information on agricultural activity in Wake County was furnished by Victor B. Lynn, Chairman of the Wake County Extension Department. His cooperation is gratefully acknowledged.

In Wake County there are 209,662 acres currently in crop land and of that number 100,823 acres are in farms. The remaining acres are forest lands or unimproved pasture. The average farm size in Wake County is 106 acres. The number of farmers has remained constant since 1970, 9,732, but farmers comprise less than 4% of the population of the county. Given the growth of the general population, the relative influence of the farmer as a segment of the general population may be seen to have declined since 1970.

In 1978, total farm income was $72,077,680. Tobacco led all other crops with sales of approximately $39,000,000. The remaining income was generated by soybeans, sweet potatoes, fruits and vegetables, greenhouse products, and forestry products. With the clearing of forest lands for the Shearon Harris Nuclear Plant and the Neuse Reservoir, forestry products have been an important source of income in the past few years. Income from these products represents a one-time profit, not an on-going source of revenue.

Additional farm income results from the production of livestock of several varieties. The number of dairy farms in the county is decreasing, but other dairymen are buying the animals. Thus the number of milk cows has remained constant. There are fewer dairy farms, but they are larger than they were five years ago. The pork producers have experienced growth in their production.

As residential and industrial development increases in Wake County, the amount of land available for farming will tend to decrease. Land values have risen tremendously in Wake County. The State of North Carolina's decision to enforce the Land Use Value Tax (which states that land will be taxed according to its use rather than its estimated value) has been a fortunate development for the smaller farmer trying to continue on the family farm.

Retail establishments thrive in the Raleigh-Wake County area, and provide employment for much of the population. Raleigh is a major retail center. As the largest city in eastern North Carolina, Raleigh serves as a focal point for retailing. The Raleigh area supports thirty regional and neighborhood shopping centers, including Crabtree Valley Shopping Center, the largest shopping center on the East Coast between Washington, D.C. and Atlanta, Ga. Among the other larger shopping centers are Cameron Village Shopping Center, the North Hills Mall, Falls Village Shopping Center, Cary Village Shopping Center, Tryon Hills Shopping Center and Tower Shopping Center.

Downtown revitalization projects have taken place in many of the towns in the county. Recent efforts to improve the appearance and use of downtown Raleigh have culminated in the Fayetteville Street Mall. Although Hudson-Belk remains the primary retail attraction on the mall, many small boutiques, specialty shops, and restaurants have opened. The primary patronage of the mall remains the city, county, and state employees whose work brings them to downtown Raleigh. The bulk of the population shops at the shopping centers. For routine purchases, such as groceries, the residents of communities outside Raleigh tend to shop near home, but for clothing and other items for which a greater selection is desired, county residents are drawn to Raleigh's shopping centers.

The following table reflects the gross retail sales for Wake County since 1971.

GROSS RETAIL SALES, WAKE COUNTY

Fiscal Year	Total Sales ($)	Increase Over Previous Year
1971-1972	928,576,990	15.6
1972-1973	1,076,821,115	16.0
1973-1974	1,199,468,781	11.4
1974-1975	1,256,692,077	4.8
1975-1976	1,379,175,962	9.7
1976-1977	1,554,533,613	12.7
1977-1978	1,748,553,634	12.5

Raleigh has every advantage for a strategic distribution center in that within a radius of 500 miles of the city there is concentrated 50% of the population of the United States, and this population is accessible through Raleigh's excellent transportation network. Being in the geographic center of the state, Raleigh is an ideal distribution center for North Carolina.

The economy in Raleigh and Wake County is healthy and continuing to grow at an amazing rate, reflective of much of the growth experienced in the "Sun Belt" of the United States. Unemployment runs substantially lower than national averages. Family income is increasing each year, and people are spending as their incomes increase. Although inflation continues to take its toll on the value of the dollar, the following information taken from the Chamber of Commerce's Ten Year Growth Statistics, (1969-1978) underlines the real growth in the area.

> Retail sales were up 200%. Total effective buying income, or disposable personal income, has increased 186%. In 1977 total effective buying income (EBI) was $1,042,899,000. Median household EBI was up 41%--$16,407 in 1977 compared to $11,654 in 1968. Travel expenditures were up 231%--amounting to more than $134,000,000 in Wake County in 1978. Wholesale and distribution sales were up 175%.

Following this section are several pages of information furnished by the Raleigh Chamber of Commerce. These pages list the major employers in the county and their locations, as well as additional information concerning the economic development of Raleigh and Wake County.

The county has chapters of several professional organizations including the following:

American Society for Personnel Administration
American Business Women's Association
Raleigh Legal Secretaries Association, Inc.
Raleigh Association of Life Underwriters
Raleigh Sales and Marketing Executives
Wake County Oil Dealers Association

Many state associations locate their headquarters in Raleigh including the following:

North Carolina Bar Association
Tobacco Growers, Inc.
Cotton, Inc.
North Carolina Association of Educators
North Carolina League of Municipalities

Anyone interested in further information is referred to the Annual

Directory of Raleigh Organizations compiled by the Raleigh Chamber of Commerce and the Annual Directory of North Carolina Organizations compiled by the North Carolina Council of Women's Organizations, Inc.

With such a large percentage of the population engaged in white collar jobs, stores tend to stay open in the evenings to allow people time to shop. Legal holidays become peak business days because the large numbers of governmental employees tend to shop on those holidays. Greater diversity in consumer goods is discerned as commercial establishments attempt to satisfy the tastes of a diverse population. Leisure activities are becoming more important to the average citizen in Wake County, and retail establishments offer a wide variety of recreational equipment and accessories.

In general the presence of a large number of government workers in the county tends to contribute to a stable economy for the area. The presence of light rather than heavy manufacturing also tends to make the economy less subject to severe disruption than the highly industrialized parts of the northeastern United States. Agriculture remains very important to the smaller towns in the county which are dependent upon farmers for much of their trade.

ORGANIZATIONS EMPLOYING OVER 100
RALEIGH - WAKE COUNTY, NORTH CAROLINA
RESEARCH TRIANGLE PARK, NORTH CAROLINA

Compiled by
RESEARCH DEPARTMENT
February 1979

RALEIGH CHAMBER OF COMMERCE
411 South Salisbury Street
Post Office Box 2978
Raleigh, North Carolina 27602
919/833-3005

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
AMP, INC. Madison Avenue Post Office Box 640 Cary, N.C. 27511 919/467-6306	Ross Smith, Plant Manager	Manufacturing/electronic products	72	169
AEROGLIDE CORPORATION Post Office Box AEROGLIDE Raleigh, N.C. 27611 919/851-2000 Home office: Raleigh, N.C.	James F. Kelly, President	Process driers, dehydrators, grain driers, related material handling equipment--Manufacturers/Engineers	130	20
AEROTRON, INC. U.S. Highway 1, North Post Office Box 27500 Raleigh, N.C. 27611 919/872-4400 Home office: Raleigh, N.C.	William A. Prior, President	Manufacturing professional two-way land mobile radios	110	185
DAVID ALLEN COMPANY 309 N. Harrington Street Post Office Box 27705 Raleigh, N.C. 27611 919/821-7100 Home office: Raleigh, N.C.	Robert Roberson, President	Construction/tile, marble, terrazzo, resilient flooring, and acoustical	110 - Total	
ALMAY, INC. Post Office Box 748 Apex, N.C. 27502 919/362-7422	Dan Blankenship, Vice President, Operations	Manufacturing cosmetics and toiletries	98	193
AMERICAN DEFENDER LIFE INSURANCE COMPANY 900 Wade Avenue Post Office Box 27887 Raleigh, N.C. 27611 919/821-1100 Home office: Raleigh, N.C.	Edwin C. Baker, CLU, President	Insurance	23	127
AMOCO OIL COMPANY (RALEIGH CREDIT CARD CENTER) 3700 Old Wake Forest Road Post Office Box 28261 Raleigh, N.C. 27611 919/872-4000	Reed L. Clark, Center Manager	Processing customer remittances, preparing and mailing customer statements	88	163
APEX MANUFACTURING COMPANY 411 W. Williams Street Apex, N.C. 27502 919/362-8351	Maxine Morrow, Plant Manager	Manufacturing/women's swimwear	110 - Total	

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
ATHEY PRODUCTS CORPORATION Route 1-A South Wake Forest, N.C. Post Office Box 669 Raleigh, N.C. 27602 919/556-5171 Home office: Wake Forest, N.C.	George P. Koures, President	Manufacturing of off-highway trailers, graders, loaders, and mobile street sweepers	222	12
ATLANTIC & PACIFIC TEA COMPANY 1053 E. Whitaker Mill Road Post Office Box 11067 Raleigh, N.C. 27604 919/834-8438	C.R. Bradshaw, Operating Director - Warehouse	Retail/food	300 - Total	
ATLANTIC STATES BANKCARD ASSOCIATION, INC. 616 Oberlin Road Post Office Box 12066 Raleigh, N.C. 27605 919/828-6292 Home office: Raleigh, N.C.	Aaron Register, President	Bank Card Services	175 - Total	
BAKER ROOFING COMPANY 517 Mercury Street Post Office Box 26057 Raleigh, N.C. 27611 919/833-8601 Home office: Raleigh, N.C.	W. Prentiss Baker, III, President	Roofing, sheet metal fabrication, caulking, water proofing	125	6
BAPTIST STATE CONVENTION OF NORTH CAROLINA 301 Hillsborough Street Post Office Box 26508 Raleigh, N.C. 27611 919/833-1605 Home office: Raleigh, N.C.	Cecil A. Ray, Executive Secretary	Religious Association - Church Denomination	104 - Total	
BECTON, DICKINSON AND COMPANY RESEARCH CENTER Highway 54 and Davis Drive Post Office Box 12016 Research Triangle Park, N.C. 27709 919/549-8641	Orwin L. Carter, Ph.D., Acting Director	Applied research in medical devices and health care products	55	35
BOYLAN-PEARCE, INC. 416 Woodburn Road Post Office Box 10291 Raleigh, N.C. 27605 919/832-5841 Home office: Raleigh, N.C.	Dallas Holoman, Jr., President	Retail department store	14	108

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
BURLINGTON INDUSTRIES, INC./ WAKE FINISHING PLANT Post Office Box 61168 Neuse, N.C. 27661 919/556-3161	Phil McCartney, Plant Manager	Textile dyeing and finishing/sportswear fabrics	435 - Total	
BURROUGHS WELLCOME COMPANY 3030 Cornwallis Road Research Triangle Park, N.C. 27709 919/541-9090 Home office: Research Triangle Park, N.C.	Fred A. Coe, Jr., President and Chairman of the Board	Pharmaceutical research and development	451	443
CAMERON BROWN COMPANY 4300 Six Forks Road Post Office Box 18109 Raleigh, N.C. 27619 919/782-3911 Home office: Raleigh, N.C.	Claude E. Pope, President and Executive Chief Officer	Mortgage Banking	85	195
CAPITAL COCA-COLA BOTTLING COMPANY 2200 S. Wilmington Street Post Office Box 26748 Raleigh, N.C. 27611 919/834-2551	John T. Bell, Vice President and General Manager	Soft drink bottlers and vending service	159	21
CAPITOL BROADCASTING COMPANY 2619 Western Boulevard Post Office Box 12000 Raleigh, N.C. 27605 919/828-2511 Home office: Raleigh, N.C.	James F. Goodmon, President A.J. Fletcher, Chief Executive Officer and Chairman of the Board	Communications/radio and TV broadcasting	173	71
CAROLINA BUILDERS CORPORATION 3000 Yonkers Road Post Office Box 17737 Raleigh, N.C. 27619 919/828-7471 Home office: Raleigh, N.C.	C.L. Benson, Jr., President	Retail/building supplies	145	12
CAROLINA COACH COMPANY 1201 Blount Street Post Office Box 28086 Raleigh, N.C. 27611 919/833-3601 Home office: Raleigh, N.C.	H. Lester Creech, President and Chief Executive Officer	Intercity bus transportation, passenger and package express	175	49

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment	
			Male	Female
CAROLINA COMPONENTS CORPORATION Burwell Road Post Office Box 18406 Raleigh, N.C. 27619 919/876-8950 Home office: Raleigh, N.C.	Courtney R. Mauzy, Jr., President	Manufacturing doors, windows, roof-floor trusses/building material sales	137	8
CAROLINA POWER AND LIGHT COMPANY 411 Fayetteville Street Mall Post Office Box 1551 Raleigh, N.C. 27602 919/836-6111 Home office: Raleigh, N.C.	Shearon Harris, Chairman of the Board	Electric utility	4269	1309
CHAMPION PRODUCTS Highway 64 East Box 767 Wendell, N.C. 27591 919/365-6353	Edward Morrell, Plant Manager	Manufacturing sportswear	30	200
CHLORIDE, INC. 2539 Timberlake Road Raleigh, N.C. 27604 919/872-7653	Tom Collins, Plant Manager	Manufacturing automotive batteries	99	42
CLANCY AND THEYS CONSTRUCTION COMPANY 516 W. Cabarrus Street Post Office Box 11008 Raleigh, N.C. 27604 919/834-3601 Home office: Raleigh, N.C.	E.I. Clancy, President	General contractors	109	4
COLONIAL STORES, INC. (BIG STAR STORES) 2233 North Boulevard Post Office Box 27487 Raleigh, N.C. 27611 919/834-3411	Henry S. Addison, Division Vice President	Retail supermarket chain	306	69
CONSOLIDATED CLEANERS AND LAUNDRY 530 Maywood Avenue Raleigh, N.C. 27603 919/832-4624 Home office: Raleigh, N.C.	Joseph G. Herndon, President	Linen supply and laundry operation	61	71

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male	Employment Female
CORNELL-DUBILIER ELECTRONICS DIVISION 118 East Jones Street Fuquay-Varina, N.C. 27526 919/552-2281	George C. Underwood, Vice President-General Manager	Manufacturing/antenna rotors, relays, thermostats	76	345
CORNING GLASS WORKS 3900 Electronics Drive Raleigh, N.C. 27604 919/876-1100	Robert W. Gress, Plant Manager	Manufacturing/ceramic and glass capacitors and memory products	165	235
CREATIVE DINING FOOD SYSTEMS, INC. 2209 Century Park Drive Post Office Box 31000 Raleigh, N.C. 27612 919/781-9505 Home office: Raleigh, N.C.	Charles M. Winston, Chairman Thad Eure, Jr., President Darryl B. Davis, Vice President George P. Burkhardt, Controller	Restaurants	402 - Total	
CROMPTON-PILOT MILLS, INC. 1101 Haynes Street Post Office Box 11006 Raleigh, N.C. 27604 919/833-3029	John Tatham, Plant Manager	Manufacturing/textiles and corduroy	386 - Total	
CROSS POULTRY COMPANY 623 Rock Quarry Road Post Office Box 25007 Raleigh, N.C. 27611 919/832-7751 Home office: Raleigh, N.C.	Charles H. Cross, Owner and Manager	Processed poultry	275 - Total	
CROWN ZELLERBACH CORPORATION 3200 Bush Street Post Office Box 17865 North Hills Station Raleigh, N.C. 27619 919/876-4400	D.M. Scoller, Resident Manager	Manufacturing/corrugated containers	145	20
DAVIDSON AND JONES, INC. 1201 Front Street Post Office Box 19067 Raleigh, N.C. 27612 919/828-6260 Home office: Raleigh, N.C.	Robert L. Jones, President Keith R. Harrod, Executive Vice President Seby B. Jones, Chairman of the Board	General contractor	227	18
DEVIL DOG MANUFACTURING COMPANY, INC. Wilson Avenue Post Office Box 66 Zebulon, N.C. 27597 919/269-8349	Lee Doliner, Manager	Manufacturing/children's sportswear	60	195

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
DILLON SUPPLY COMPANY 216 S. West Street Post Office Box 1111 Raleigh, N.C. 27602 919/832-7771 Home office: Raleigh, N.C.	C.A. Dillon, Jr., President	Distributor/industrial supplies and machinery	165	60
DOROTHEA DIX HOSPITAL South Boylan Avenue, Station B Raleigh, N.C. 27611 919/733-5540 Home office: Raleigh, N.C.	A.G. Tolley, M.D., Director	Regional psychiatric hospital	503	897
DURHAM LIFE INSURANCE COMPANY 2610 Wycliff Road Post Office Box 27807 Raleigh, N.C. 27611 919/782-6110 Home office: Raleigh, N.C.	George M. Womble, President and Chief Executive Officer	Insurance	285	113
ESB-WISCO, INC. 2510 North Boulevard Raleigh, N.C. 27604 919/834-8465	R.M. Morgan, Plant Manager	Manufacturing/batteries	275 - Total	
EASTERN AIRLINES 1409 Branch Bank Building Raleigh, N.C. 27601 919/834-7348	W.J. Rogers, Manager-passenger and cargo sales	Commercial airline transportation	186 - Total	
EDWARDS AND BROUGHTON COMPANY 1821 North Boulevard Post Office Box 27286 Raleigh, N.C. 27611 919/833-6603 Home office: Raleigh, N.C.	John C. Palmer, President and Chief Executive Officer	Printing and office supplies	116 - Total	
EXIDE POWER CONVERSION 3301 Spring Forest Road Post Office Box 58189 Raleigh, N.C. 27604 919/872-3020 Home office: Raleigh, N.C.	J.P. Malloy, General Manager	Manufacturing/ uninterruptible power systems and battery chargers	250	100
F & P ENTERPRISES, INC. D/B/A BURGER KING 4505 Creedmoor Road, Suite 301 Post Office Box 31404 Raleigh, N.C. 27612 919/782-4301 Home office: Raleigh, N.C.	W.L. Prentice, President	Fast food restaurants	100	150

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
FCX, INC. 121 East Davie Street Post Office Box 2419 Raleigh, N.C. 27602 919/828-4411 Home office: Raleigh, N.C.	Marvin McClam, President and General Manager	Farm supply organization	102	57
FAIRMONT FOODS COMPANY AUSTIN DIVISION 511 E. Chatham Street, Cary, N.C. 27511 Post Office Box 2536, Raleigh, N.C. 27602 919/467-0164	George A. McCoy, Vice President and General Manager	Manufacturing/snack crackers and cookies	142	223
FAST FARE, INC. Koger Executive Center Chatum Building, Suite 207 3716 National Drive Raleigh, N.C. 27612 919/781-2443	Danny B. Durbin, Division Manager	Convenience stores	92	104
FIRST-CITIZENS BANK AND TRUST COMPANY 20 E. Martin Street Post Office Box 151 Raleigh, N.C. 27602 919/755-7000 Home office: Raleigh, N.C.	Donald H. Carpenter, Senior Vice President	General banking	165	483
GENERAL PARTS, INC. 2319 Atlantic Avenue Post Office Box 26006 Raleigh, N.C. 27611 919/828-0967 Home office: Raleigh, N.C.	O. Temple Sloan, Jr., President	Automotive parts distribution center	102 - Total	
GOODMARK FOODS, INC. Jones Sausage Road Route 1, Box 187 Garner, N.C. 27529 919/772-1511 Home office: Raleigh, N.C.	Charles E. Hancock, Vice President- Director of Manufacturing	Meat processing	270	190
GREAT AMERICAN INSURANCE COMPANY 401 Oberlin Road Post Office Box 12600 Raleigh, N.C. 27605 919/821-3900	George T. Smith, Division Vice President	Insurance	60	150
GREGORY POOLE EQUIPMENT COMPANY 4807 Beryl Road Post Office Box 469 Raleigh, n.C. 27602 919/828-0641 Home office: Raleigh, N.C.	J.G. Poole, Jr., President	Sales and service/ heavy construction and material handling equipment/ Caterpillar dealer	133	32

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
GREYHOUND LINES, INC. 314 W. Jones Street Raleigh, N.C. 27603 919/828-0579	Fred H. Mock, District Manager	Bus transportation	103 - Total	
HILLHAVEN CONVALESCENT CENTER 616 Wade Avenue Raleigh, N.C. 27605 919/828-6251	Carol Drum, Administrator	Skilled and intermediate care nursing facility with rehabilitation services	22	145
HILTON INN 1707 Hillsborough Street Post Office Box 12165 Raleigh, N.C. 27605 919/828-0811	Jim Mealer, Vice President	Hotel/restaurant/lounge	80	30
HUDSON-BELK COMPANY 319 Fayetteville Street Post Office Box 111 Raleigh, N.C. 27602 919/832-5851	Karl G. Hudson, Jr., Executive Vice President	Department store	116	421
HUYCK CORPORATION U.S. Highway 1 North Post Office Drawer 1 Wake Forest, N.C. 27587 919/556-2071 Home office: Wake Forest, N.C.	Donald H. Grubb, President	Manufacturing/paper machine fabrics and equipment/industrial textiles	167	66
ITT CONTINENTAL BAKING COMPANY 3801 Hillsborough Street Post Office Box 33007 Raleigh, N.C. 27606 919/832-6686	Gary M. Wise, General Manager	Manufacturing/bread and buns	97	23
ITT TELECOMMUNICATIONS/ TRANSMISSION DIVISION MACKAY MARINE DIVISION SPACE COMMUNICATIONS, INC. 2912 Wake Forest Road Raleigh, N.C. 29611 919/828-4441	Meade Buchanan, President	Earth stations, wireline carrier, FDM Multiplex, marine communications and navigation	1045	955
INTERNATIONAL BUSINESS MACHINES CORPORATION Post Office Box 12195 Research Triangle Park, N.C. 27709 919/543-5221	Richard L. Daugherty, General Manager	Manufacturing/development of data processing equipment	5500 - Total	

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
INTERNATIONAL FERTILITY RESEARCH PROGRAM Highway 54 and Triangle Drive Research Triangle Park, N.C. 27709 919/549-0517 Home office: Research Triangle Park, N.C.	Dr. Elton Kessel, President Malcolm Potts, Executive Director	Field trial agency/ provides data collection instruments and research protocols on fertility regulation methods	37	67
J.B. IVEY AND COMPANY North Hills Shopping Center Post Office Box 17525 Raleigh, N.C. 27619 919/787-8800	Greer Pruitt, Store Manager	Retail department store	200 - Total	
K & W CAFETERIAS Cameron Village Raleigh, N.C. 27605 919/832-7505	Bill Cockerham, Manager	Cafeteria/food service	Both locations 210 - Total	
North Hills Shopping Center Raleigh, N.C. 27619 919/782-0353	Harry Smith, Manager			
K-MART DISCOUNT STORES DIVISION OF S.S. KRESGE Store No. 3185 4000 S. Wilmington Street Raleigh, N.C. 27603 919/772-7005	E.J. Flynn, Manager	Retail/discount department store	Not available	
K-MART DISCOUNT STORES DIVISION OF S.S. KRESGE Store No. 4075 404 E. Six Forks Road Raleigh, N.C. 27619 919/833-6608	O.L. Gotsch, Manager	Retail/discount department store	100 - Total	
K-MART DISCOUNT STORES DIVISION OF S.S. KRESGE Store No. 4450 4500 Western Boulevard Raleigh, N.C. 27606 919/851-1104	H.K. Berry, Manager	Retail/discount department store	80	80
KEMP FURNITURE INDUSTRIES WENDELL DIVISION 219 East Third Street Post Office Box 825 Wendell, N.C. 27591 919/365-6333	Allen L. Mims, Jr., Plant Manager	Manufacturing/bedroom furniture	104	36

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
THE KENDALL COMPANY WAKE PLANT 401 W. Academy Street Post Office Box 1058 Fuquay-Varina, N.C. 27526 919/552-5607	Suzanne Bradley, Plant Superintendent	Manufacturing/training pants	7	113
KERR DRUG STORES, INC. 2511 Timberlake Road Post Office Box 30249 Raleigh, N.C. 27612 919/872-5710 Home office: Raleigh, N.C.	Banks D. Kerr, President	Retail drug store	236 - Total	
KOPPERS COMPANY, INC. Highway 54 West Post Office Box A Morrisville, N.C. 27560 919/467-6151	P.D. Smith, Plant Manager	Manufacturing/laminated wood products	138	12
LUFKIN/COOPER GROUP Post Office Box 728 Apex, N.C. 27502 919/362-7511 Home office: Apex, N.C.	Frank DuBose, Plant Manager/Lufkin C.W. Gilchrist, President/Cooper Group	Manufacturing/measuring tapes, folding wood rules	446	587
MALLINCKRODT, INC. U.S. Highway No. 1 North Post Office Box 17627 Raleigh, N.C. 27619 919/876-1500	C.A. Hughes, Plant Manager	Manufacturing/fine chemicals	157 - Total	
C.C. MANGUM, INC. 3016 Hillsborough Street Post Office Box 5936 Raleigh, N.C. 27650 919/833-7508 or 919/833-1831 Home office: Raleigh, N.C.	W.E. Mangum, President	Grading and paving contractors	239	24
MARTIN MARIETTA AGGREGATES SOUTHEAST DIVISION 2710 Wycliff Road Post Office Box 30013 Raleigh, N.C. 27612 919/781-4550	P.H. Sendel, President	Crushed stone	83	47
MAYVIEW CONVALESCENT CENTER 513 E. Whitaker Mill Road Raleigh, N.C. 27608 919/828-2348 Home office: Raleigh, N.C.	Travis H. Tomlinson, Jr., President	Nursing home	50	110
MEASUREMENTS GROUP U.S. Highway 64, Wendell, N.C. 27591 Post Office Box 27777, Raleigh, N.C. 27611 919/365-3800 Home office: Raleigh, N.C.	James E. Starr, President	Manufacturing/electrical and electronic measuring devices-stress analysis	150 - Total	

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female
MEREDITH COLLEGE 3800 Hillsborough Street Raleigh, N.C. 27611 919/833-6461 Home office: Raleigh, N.C.	Dr. John E. Weems, President	Senior liberal arts college/ women	190 - Total
MONSANTO TRIANGLE PARK DEVELOPMENT CENTER, INC. Post Office Box 12274 Research Triangle Park, N.C. 27709 919/549-8111	Dr. Herbert N. Friedlander, Vice President and Director, Technical Operations	Research and development	195 33
BOBBY MURRAY CHEVROLET, INC. 1820 North Boulevard Post Office Box 11429 Raleigh, N.C. 27604 919/834-6441 Home office: Raleigh, N.C.	Bobby L. Murray, President/Owner	Chevrolet dealership	100 10
NAOMI KNITTING MILLS DIVISION OF DUPLAN CORPORATION Highway 264 East Post Office Box 886 Zebulon, N.C. 27597 919/269-7461	Mike Vallon, Plant Manager	Manufacturing/double-knit fabrics	125 - Total
DHEW, NATIONAL CENTER FOR HEALTH STATISTICS Post Office Box 12214 Research Triangle Park, N.C. 27709 919/541-4455	James E. Hayslett, Chief, Administrative Operations Field Staff	Operations and research/ U.S. Government	31 138
NATIONAL INSTITUTE OF ENVIRONMENTAL HEALTH SCIENCES Post Office Box 12233 Research Triangle Park, N.C. 27709 919/541-3345	David P. Rall, M.D., Ph.D., Director	Environmental research	315 214
NATIONWIDE INSURANCE COMPANY 4401 Creedmoor Road Post Office Box 30000 Raleigh, N.C. 27612 919/781-3322	Bernard H. Parker, Vice President-Regional Manager	Insurance	181 759
THE NEWS AND OBSERVER PUBLISHING COMPANY 215 S. McDowell Street Post Office Box 191 Raleigh, N.C. 27602 919/821-1234 Home office: Raleigh, N.C.	Frank Daniels, Jr., President and publisher Frank A. Daniels, Chairman of the Board	Newspaper	253 170

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employme Male/Fema	
NORTH CAROLINA, STATE OF 116 W. Jones Street Raleigh, N.C. 27611 919/733-7108 Home office: Raleigh, N.C.	James B. Hunt, Jr., Governor	State Government	15,007 - Tota	
NORTH CAROLINA EQUIPMENT COMPANY 3101 Hillsborough Street Post Office Box 431 Raleigh, N.C. 27602 919/833-4811 Home office: Raleigh, N.C.	W.C. Calton, President	Dealer/construction, roadbuilding, and grading equipment, parts and service	100	1
N.C. FARM BUREAU MUTUAL INSURANCE COMPANY 5301 Glenwood Avenue Post Office Box 27427 Raleigh, N.C. 27611 919/782-1705 Home office: Raleigh, N.C.	John Sledge, President	Insurance-milti line	103	2
NORTH CAROLINA NATIONAL BANK 239 Fayetteville Street Mall Post Office Box 27287 Raleigh, N.C. 27611 919/829-6562	Robert L. Kirby, Senior Vice President	Banking	99	2
NORTH CAROLINA STATE UNIVERSITY Hillsborough Street Post Office Box 5067 Raleigh, N.C. 27650 919/737-2191	Dr. Joab L. Thomas, Chancellor	Educational/four-year university	5,650 - Tot	
NORTH HILLS, INC. 4224 Six Forks Road Post Office Box 17004 Raleigh, N.C. 27619 919/787-2662 Home office: Raleigh, N.C.	Paul DelaCourt, President E.N. Richards, Chairman of the Board	Development, construction. management, shopping centers	101	3
NORTHROP SERVICES, INC. 2 Triangle Drive Post Office Box 12313 Research Triangle Park, N.C. 27709 919/549-0611	A.L. Grady, Manager, Environmental Sciences Group	Support services to Federal Government	150	8
OCCIDENTAL LIFE INSURANCE COMPANY OF NORTH CAROLINA 1001 Wade Avenue Post Office Box 10234 Raleigh, N.C. 27605 919/834-0751 Home office: Raleigh, N.C.	Harvey G. Smuckler, President	Life insurance	39	8

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
OMARK INDUSTRIES, INC. 415 U.S. Highway 64 West Post Office Box 946 Zebulon, N.C. 27597 919/269-7421	Ted Coleman, President, Hydraulic Materials Handling Division	Manufacturing/hydraulic knuckleboom log loaders	123	22
OVERNITE TRANSPORTATION COMPANY Highway 70 West Post Office Box 30007 Raleigh, N.C. 27612 919/828-0951	A. Gene Canipe, Manager	Common Carrier	203	7
PYA MONARCH FOOD SERVICE 5201 Departure Drive Post Office Box 58129 Raleigh, N.C. 27658 919/876-4835	Charles H. Wright, General Manager	Institutional food products	140 - Total	
PARTITIONS INCORPORATED OF THE CAROLINAS 4501 Beryl Road Post Office Box 33308 Raleigh, N.C. 27606 919/821-0311 Home office: Raleigh, N.C.	Samuel J. Lynch, President	Manufacturing/open plan screens, movable and dry-wall partition contractor	250 - Total	
PEDEN STEEL COMPANY 1815 North Boulevard Post Office Drawer 26208 Raleigh, N.C. 27611 919/832-2081 Home office: Raleigh, N.C.	J.M. Peden, Jr., President	Steel fabrication/steel service center	347	33
J.C. PENNEY COMPANY, INC. 100 North Hills Shopping Center Post Office Box 17825 Raleigh, N.C. 27619 919/787-4920	Earl B. Barnes, Jr., Manager	Retail department store	160	140
PEPSI-COLA BOTTLING COMPANY OF RALEIGH, INC. 2838 Wake Forest Road Raleigh, N.C. 27619 919/828-0391 Home office: Raleigh, N.C.	R.R. O'Briant, Vice President	Bottler and distributor/ carbonated beverages	150	18
PINE STATE CREAMERY COMPANY 500 Glenwood Avenue Post Office Box 6508 Raleigh, N.C. 27628 919/828-7401 Home office: Raleigh, N.C.	Ben Kilgore, President J.D. Kilgore, Chairman of the Board	Processing and distributing dairy products	452	50

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
PUBLIC SERVICE COMPANY OF NORTH CAROLINA, INC. 1720 Hillsborough Street Post Office Box 1349 Raleigh, N.C. 27602 919/833-6641	W.H. Boland, Senior Vice President, Divisions Operations	Natural gas distribution company	102	24
RALEIGH, CITY OF 110 S. McDowell Street Post Office Box 590 Raleigh, N.C. 27602 919/755-6811 Home office: Raleigh, N.C.	Isabella W. Cannon, Mayor L.P. Zachary, City Manager	Municipal government	1455	248
RALEIGH COMMUNITY HOSPITAL 3400 Old Wake Forest Road Post Office Box 28280 Raleigh, N.C. 27611 919/872-4800	David B. Driggs, Administrator	Hospital	66	274
RALEIGH LINEN SERVICE, INC. 3301 Hillsborough Street Post Office Box 2320 Raleigh, N.C. 27602 919/828-7491	Jimmy Stanley, Manager	Linen rental	65	65
REA CONSTRUCTION COMPANY Gresham Lake Road Post Office Box 17024 Raleigh, N.C. 27619 919/876-4134 or 919/876-4550	Carey K. Tate, Area Contracts Manager	Asphalt and concrete paving	105	4
REBARCO, INC. Old Garner Road Post Office Box 176 Garner, N.C. 27529 919/772-4283 Home office: Garner, N.C.	Alex McIver, President Rudy Mills, Vice President	Concrete formwork and reinforcing steel	114	1
RESEARCH TRIANGLE INSTITUTE Cornwallis Road Post Office Box 12194 Research Triangle Park, N.C. 27709 919/541-6000	George R. Herbert, President	Contract research	465	385
REX HOSPITAL 1311 St. Mary's Street Raleigh, N.C. 27603 919/828-6211 Home office: Raleigh, N.C.	John R. Willis, Administrative Director	General hospital	178	1122

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female
ROCKWELL INTERNATIONAL CORPORATION 1900 South Saunders Street Post Office Box 1961 919/832-0525	Robert D. Timbrook, General Manager	Manufacturing/valves	290 50
ROYAL VILLA HOTEL 6339 Glenwood Avenue Post Office Box 30366 Raleigh, N.C. 27612 919/782-4433	James L. Noulis, General Manager	Hotel	54 100
RURAL PLUMBING AND HEATING, INC. 701 E. Six Forks Road Raleigh, N.C. 27619 919/833-9702 Home office: Raleigh, N.C.	Jerry K. Liles, Vice President	Contractor/plumbing, heating, and air-conditioning	165 - Total
SAINT AUGUSTINE'S COLLEGE 1315 Oakwood Avenue Raleigh, N.C. 27611 919/828-4451 Home office: Raleigh, N.C.	Dr. Prezell R. Robinson, President	Educational institution	147 163
SCHRADER BELLOWS DIVISION U.S. 1 North Wake Forest, N.C. 27587 919/556-4031	Allen E. Tucker, General Manager	Manufacturing/valves, cylinders and accessories	315 210
SEABOARD COAST LINE RAILROAD COMPANY 3610 Bush Street Raleigh, N.C. 27619 919/872-3069	E.S. Wilkes, Superintendent	Transportation	240 25
SEARS, ROEBUCK AND COMPANY 4601 Glenwood Avenue Raleigh, N.C. 27612 919/782-6800	Gary W. Ramsey, Store Manager	Retail department store	Not available
SHAW UNIVERSITY 118 East South Street Raleigh, N.C. 27611 919/755-4920 Home office: Raleigh, N.C.	Dr. Stanley H. Smith, President	Educational institution	99 74
SHERATON CRABTREE HOTEL 4501 Creedmoor Road Raleigh, N.C. 27612 919/787-7111 Home office: Raleigh, N.C.	Don Brown, General Manager	Hotel	40 60

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female
J.E. SIRRINE COMPANY 2610 Wycliff Road Raleigh, N.C. 27607 919/782-8900	Ernest R. Tims, Jr., Vice President, Division Manager	Engineering	140 - Total
SOUTHEASTERN RADIO SUPPLY, INC. 414 Hillsborough Street Post Office Box 26448 Raleigh, N.C. 27611 919/828-2311 Home office: Raleigh, N.C.	Al Rothstein, President	Wholesale electronics distributor	125 - Total
SOUTHERN BELL TELEPHONE COMPANY 5715 Glenwood Avenue Post Office Box 32000 Raleigh, N.C. 27612 919/836-4200	R.G. Stamey, District Manager	Telephone service	615 582
SOUTHERN RAILWAY SYSTEM 1400 Sunrise Avenue Post Office Box 2210 Raleigh, N.C. 27602 919/832-2934 or 919/833-8627 or 919/832-1168	Clyde B. Bailiff, Assistant Division Superintendent	Transportation	240 10
SQUARE D COMPANY Post Office Box 27446 Raleigh, N.C. 27611 919/266-3671	Donald J. Beck, Plant Manager	Electric controls	Not availabl
STACKPOLE COMPONENTS COMPANY Yonkers Road Post Office Box 14466 Raleigh, N.C. 27620 919/828-6201	Norman O. Bender, Jr., President and Chief Executive Officer	Manufacturing/Electro-mechanical and electronic products, switches, resistor networks, and variable resistors	225 - Total
SUPER DOLLAR STORES, INC. 3401 Greshams Lake Road Post Office Box 17804 Raleigh, N.C. 27619 919/876-6000 Home office: Raleigh, N.C.	L.M. Melvin, President	Discount variety stores	77 87
TELEX TERMINAL COMMUNICATIONS 3301 Terminal Drive Raleigh, N.C. 27604 919/834-5251	Harry L. Eberly, President	Computer terminals	260 237

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
TEXASGULF CHEMICALS COMPANY, INC. DIVISION OF TEXASGULF, INC. 4509 Creedmoor Road Post Office Box 30321 Raleigh, N.C. 27612 919/782-7070 Home office: Raleigh, N.C.	Frank J. Claydon, Jr., Executive Vice President	Data processing/ fertilizers and industrial chemicals/ Administrative	135 - Total	
THALHIMERS Cameron Village 500 Oberlin Road Post Office Box 10277 Raleigh, N.C. 27605 919/782-7200	Stuart H. Mertens, Jr., Senior Vice President	Retail department store	140 - Total	
TIPPER TIE DIVISION OF RHEEM Lufkin Road Post Office Box 866 Apex, N.C. 27502 919/362-8811	E.G. Matheson, Plant Manager	Manufacturing/aluminum clip closures and food packaging machinery	134	62
TOBACCO GROWERS SERVICES, INC. 402 Wake Chapel Road Post Office Box 408 Fuquay-Varina, N.C. 27526 919/552-3865 Home office: Fuquay-Varina, N.C.	Fred G. Bond, President	Tobacco processing and storage	290-Tobacco season 65-Remainder of year	
UNITED PARCEL SERVICE 1201 Front Street Raleigh, N.C. 27619 919/829-9220	Richard Boland, District Manager	Package delivery	149	29
U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Administration Research Triangle Park, N.C. 27711 919/541-3011	John H. DeFord, Director of Administration	U.S. Government/ Research and development	630	304
UNITED STATES FIDELITY AND GUARANTY COMPANY Methodist Building 1307 Glenwood Avenue Post Office Box 10936 Raleigh, N.C. 27605 919/821-2121	M.B. Norvell, Jr., Manager	Multi-line insurance company	36	82
UNIVERSAL POLYMER PRODUCTS CORPORATION Highway 55 Post Office Box 788 Fuquay-Varina, N.C. 27526 919/552-5667	Morris Miner, Plant Manager	Manufacturing/polyester fibers	133	211

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female	
VELVET CLOAK INN 1505 Hillsborough Street Raleigh, N.C. 27605 919/828-0333	J.W. Hillman, General Manager	Motor hotel with restaurant	64	93
WACHOVIA BANK AND TRUST COMPANY, N.A. 227 Fayetteville Street Post Office Box 27886 Raleigh, N.C. 27611 919/755-7600	Eugene B. Hardin, Jr., Senior Vice President	General banking	102	385
WAKE, COUNTY OF Fayetteville Street Mall-Courthouse Post Office Box 550 Raleigh, N.C. 27602 919/755-6160 Home office: Raleigh, N.C.	Betty Ann Knudsen, Chairman, County Commission	County government	950 - Total	
WAKE COUNTY MEDICAL CENTER 3000 New Bern Avenue Raleigh, N.C. 27610 919/755-8569 Home office: Raleigh, N.C.	William F. Andrews, President	Hospital	365	1743
WAKE COUNTY OPPORTUNITIES, INC. 567 E. Hargett Street Post Office Box 28105 Raleigh, N.C. 27611 919/833-2886 Home office: Raleigh, N.C.	Dorothy N. Allen, Executive Director	Community service agency	140 - Total	
WAKE COUNTY PUBLIC SCHOOL SYSTEM 601 Devereux Street Post Office Box 28041 Raleigh, N.C. 27611 919/755-6901 Home office: Raleigh, N.C.	Dr. John A. Murphy, Superintendent of Schools	Public education/ elementary and secondary	1044	3971
WAKE GARMENT COMPANY 350 E. 4th Street Post Office Box 807 Wendell, N.C. 27591 919/365-7230 Home office: Wendell, N.C.	B.P. Robinson, Plant Manager	Manufacturing/children's dresses	5	120
WAKE TECHNICAL INSTITUTE Route 10, Box 200 Raleigh, N.C. 27603 919/772-0551 Home office: Raleigh, N.C.	Robert W. LeMay, Jr., President	Educational institution	92	89

Name, Address Telephone	Top Official	Type of Business/ Product(s)	Employment Male/Female
WENDELL GARMENT COMPANY, INC. 16 E. 4th Street Post Office Box 808 Wendell, N.C. 27591 919/365-6476	Harold L. Seavers, Plant Manager	Manufacturing/men's and women's knit shirts	6 131
WESTINGHOUSE ELECTRIC CORPORATION U.S. No. 1 North Post Office Box 9533 Raleigh, N.C. 27611 919/834-5271	Harry Weingarten, Division General Manager	Manufacturing/electric equipment, watthour meters, recorders, translators	Not available
WINN-DIXIE RALEIGH, INC. 2201 South Wilmington Street Post Office Box 25511 Raleigh, N.C. 27611 919/833-1951	C.L. Gudal, Jr., Division Manager	Retail grocery store	858 - Total
CHARLIE WIYGUL FORD 401 Downtown Boulevard Post Office Box 27987 Raleigh, N.C. 27611 919/834-7301 Home office: Raleigh, N.C.	Charlie Wiygul, President	Ford sales and service	122 18

NEW AND EXPANDED BUSINESSES
1978-1979

WAKE COUNTY AREA

New Businesses

Bristol-Myers Company
Graftek
American Hense Corporation
South Bend Range
Vishay Intertechnology
Prystup Packaging Company
North Carolina Box
Cutter-Vitrum
Hewlett-Packard
Siemans-Allis
Baxter Travenol
Carolina Processed Glass

Expansions

The Cooper Group
PYA Monarch Institutional Foods
Fairmont Foods
Rolesville Garment Company
Aerotron, Inc.
Chloride, Inc.
Southern Case
Data General
Texasgulf
Northern Telecom
ITT

RESEARCH TRIANGLE PARK

IBM
J. E. Sirrine
Mead Technology Laboratories
Instrument Society of America
National Humanities Center
Edward Weck and Company
Chemical Industry Institute of Toxicology
Northrop
National Institute of Environmental Health Sciences
Airco, Inc.
Burroughs Wellcome Company
Research Triangle Institute

These new and expanded businesses represent an investment of over $350 million, 7,000 new jobs, and an annual payroll of over $100 million.

ECONOMIC INDICATORS
WAKE COUNTY, NORTH CAROLINA

	1978	1977	% change	1976	1975
FINANCIAL					
Conventional Home Mortgage Rate1	9.8 %	8.6 %	Not applicable	8.6 %	9.1 %
Prime Rate2	9.0 %	6.8 %	Not applicable	6.9 %	8.3 %
EMPLOYMENT					
Unemployment Rate	2.7 %	3.4 %	Not applicable	4.2 %	5.0 %
Total Employment	146,403	137,365	+ 6.6	127,498	126,799
Government Employment (SMSA)3	66,075	61,783	+ 6.9	60,400	58,675
RETAIL TRADE					
Retail Sales ($)	1,896,886,799	1,671,865,705	+ 13.5	1,492,580,208	1,292,827,276
New Car and Truck Registrations	22,035	21,505	+ 2.5	19,020	14,343
CONSTRUCTION					
Residential Units (Total)	3,579	2,712	+ 32.0	2,280	1,554
Single-family	2,637	2,489	+ 5.9	1,946	1,408
Multi-family	942	223	+322.4	334	146
Non-Residential ($)4	65,346,299	44,373,180	+ 47.3	28,186,493	76,593,304
UTILITIES					
Electric Meters	98,729	95,191	+ 3.7	92,668	87,495
Residence Main Telephones	93,165	89,774	+ 3.8	85,693	82,149
TRANSPORTATION					
Air Passengers Enplaned	818,697	711,657	+ 15.0	633,730	597,281
Intercity General Aviation Operations	107,628	100,630	+ 7.0	97,344	92,032

1. Average. 2. Weighted average. 3. Wake, Durham, and Orange Counties. 4. Raleigh only.

Research Department
Raleigh Chamber of Commerce
March 1979

ECONOMIC INDICATORS
RALEIGH, NORTH CAROLINA

	1960	1965	1970	1975	1976	1977	1978
CITY ASSESSED VALUE ($)	150,594,886	311,919,059	528,614,330	1,625,953,279	2,154,350,859	2,283,800,078	2,387,124,365
Bonded Indebt. ($)	9,423,000	23,092,000	27,318,000	50,156,000	70,737,000	67,873,000	64,457,000
CO. ASSESSED VALUE ($)	275,900,247	545,133,543	899,830,134	2,984,401,124	4,172,896,572	4,437,845,463	4,748,208,481
Bonded Indebt. ($)	19,651,000	38,512,000	35,541,000	42,851,000	40,011,000	39,061,000	36,170,000
POSTAL RECEIPTS ($)	3,414,057	5,494,208	8,599,562	17,137,810	20,457,882	24,908,287	27,478,603
RETAIL SALES ($)	216,000,000	390,438,580	638,247,724	1,012,506,661	1,253,574,133	1,284,954,974	1,450,740,210
BUILDING PERMITS ($)	22,897,894	49,331,653	55,557,093	98,223,596	58,876,916	87,309,632	123,115,481
Residential ($)	11,813,197	23,383,571	30,273,850	21,630,292	30,690,423	42,936,452	57,769,182
Non-Residential ($)	11,084,697	25,948,082	25,283,243	76,593,304	28,186,493	44,373,180	65,346,299
Dwelling Units Added (No.)	937	1,776	2,242	1,003	1,079	1,099	1,966
POPULATION	93,931	105,722	123,793	150,000	155,000	160,000	165,000
MANUFACTURING EMPLOYMENT (CO.)	7,880	11,100	15,400	20,000	21,000	22,000	23,100
SCHOOL ENROLLMENT (CO.)	37,139	44,802	51,679	55,502	57,503	57,555	56,541
ENPLANED AIR TRAFFIC	134,836	243,030	491,416	605,055	633,730	711,657	818,697
ELECTRIC METERS (CO.)	49,767	60,649	75,755	92,000	92,668	95,191	98,729
TELEPHONES	55,703	77,926	121,346	174,359	185,704	199,157	210,029

Research Department
Raleigh Chamber of Commerce
March 1979

TEN YEAR GROWTH STATISTICS
RALEIGH, NORTH CAROLINA
(1969 - 1978)

- *Thirty-nine new industries increased manufacturing employment by 48% - – 23,000 employed with an annual payroll of over $250 million.*

- *Retail sales up 200%. 1978 retail sales amounted to more than $1.5 billion.*

- *Total effective buying income, or disposable personal income, has increased 186%. 1977 total EBI was $1,042,899,000. Median household EBI was up 41% -- $16,407 in 1977 compared to $11,654 in 1968.*

- *Travel expenditures up 231% — amounting to more than $134 million in Wake County in 1978.*

- *Wholesale and distribution sales up 175%.*

- *Employment in the Research Triangle Park has reached 13,000 with 65% residing in Raleigh and Wake County.*

- *Raleigh metropolitan area population is up 40%.*

- *Government employment is up 55%.*

- *The number of building permits issued has increased 68%. In 1978, the City of Raleigh issued 4,388, which included permits for 1,966 additional dwelling units.*

POPULATION PROJECTIONS — 1980

City - 175,000
County - 310,000

Research Department
Raleigh Chamber of Commerce
March 1979

Under construction are the new Rex Hospital on Blue Ridge Boulevard and an adjacent doctor's building; a fourth K-Mart for the Raleigh area; an oil-recycling plant to be operated by the State of North Carolina to clean used motor oil from state vehicles; the new facility for the Tammy Lynn Center for the Mentally Retarded; a local government center to house the headquarters of the North Carolina League of Municipalities and the North Carolina Association of County Commissioners; and Avalon, a full-service retirement community in North Raleigh. Work is progressing on an underground parking garage for state employees near the Legislative Building. Twin $2.6 million office buildings at the Highwoods Office Center in North Raleigh are nearing completion, and ground has been broken for a four-building office center in Garner.

Several new banks and savings and loan associations have opened or are currently under construction: Northwestern Bank in Raleigh; Cary Savings and Loan; Carolina Bank and Fidelity Bank in Fuquay-Varina; and First Union National Bank and Raleigh Federal Savings and Loan in Garner.

The J.S. Dorton Arena at the North Carolina State Fairgrounds is undergoing a nine-month $800,000 renovation.

The Raleigh-Wake Urban League was established in 1978 and became the 114th affiliate of the National Urban League. The 275-member local chapter has hired a full-time executive director and executive secretary.

TEN YEAR GROWTH STATISTICS
RALEIGH, NORTH CAROLINA
(1969 - 1978)

* *Thirty-nine new industries increased manufacturing employment by 48% -- 23,000 employed with an annual payroll of over $250 million.*

* *Retail sales up 200%. 1978 retail sales amounted to more than $1.5 billion.*

* *Total effective buying income, or disposable personal income, has increased 186%. 1977 total EBI was $1,042,899,000. Median household EBI was up 41% -- $16,407 in 1977 compared to $11,654 in 1968.*

* *Travel expenditures up 231% --- amounting to more than $134 million in Wake County in 1978.*

* *Wholesale and distribution sales up 175%.*

* *Employment in the Research Triangle Park has reached 13,000 with 65% residing in Raleigh and Wake County.*

* *Raleigh metropolitan area population is up 40%.*

* *Government employment is up 55%.*

* *The number of building permits issued has increased 68%. In 1978, the City of Raleigh issued 4,388, which included permits for 1,966 additional dwelling units.*

POPULATION PROJECTIONS — 1980

City - 175,000
County - 310,000

Research Department
Raleigh Chamber of Commerce
March 1979

COMMUNICATIONS AGENCIES

The residents of Wake County have the opportunity to hear, see and read a variety of viewpoints about their community as well as about the nation: no company monopolizes the news in the Raleigh-Wake area. Town opinions and tastes are well-represented by numerous local radio stations and by a multiplicity of weekly newspapers. News from the nation and the world is available from the major news services such as AP and UPI as well as from the major networks: CBS, NBC and ABC.

Newspapers and Related Media

The two daily newspapers available county-wide are the Raleigh News and Observer and the Raleigh Times. The News and Observer which began publication in 1865 has a daily circulation of 128,177 and a Sunday circulation of 163,414. There are subscribers from the surrounding counties as well as from Wake County. In each paper there is a special section devoted to the triangle area. The owners of the News and Observer (National Advertising Manager) also publish an afternoon paper called the Raleigh Times. In its City/County section, local news is covered, but national news takes up the bulk of the Times and the News and Observer. The Times which has a circulation of 33,403 is published each evening except Sunday. It was established in 1879.

In the cities and towns surrounding Raleigh, a number of weekly newspapers are published. In Raleigh itself there is The Carolinian, which emphasizes news of the black community. It was established in 1940 and has a circulation of 10,000. A new weekly for the Raleigh area, The Raleigh News Weekly, is expected to begin publication in May, 1979 and it projectsa circulation of 35,000. The Raleigh News Weekly will publish news of current interest and editorials.

In the northern part of the county, news coverage is provided by the Wake Weekly. The Wake Weekly (an independent newspaper with a circulation of 4,933) was established in 1946, and it emphasizes news in the Wake Forest and Rolesville area.

The central section (outside of Raleigh) is covered by the Garner News. The Garner News which has a circulation of 5,023 deals mainly with news occurring in the town of Garner (a town of 10,928, 5 miles south of Raleigh).

Wendell, a town 17 miles east of Raleigh, is the location for the newspaper, Gold Leaf Farmer. As the name indicates, Wendell is a big tobacco producing town with its own tobacco market and warehouses. The Gold Leaf Farmer (circulation 2,481) reports news from the eastern part of the county which includes the Knightdale area. Knightdale does not have a paper of its own. In the same general area, the Town of Zebulon provides news to local residents through the Zebulon Record. The Zebulon Record was established in 1923 and has a circulation of 2,900.

The western part of the county has two major towns, Cary and Apex, both of which has local newspapers. The Cary News which a circulation of 4,300 is still only published once a week although it has grown into a larger newspaper in comparison to the other weeklies. The Apex area is covered by the Western Wake Herald, a paper with a circulation of 2,500.

In the southwestern section of the county (Fuquay-Varina, Holly Springs) there is The Independent. Established in 1935, it has a circulation of 3,500. As is indicated by the number and geographical locations of papers, the town news is generally well-covered in Wake County.

There are several other types of papers published in the Raleigh area. First there are several which are mainly promotional (composed of advertising) and these are distributed free to the community. The Southside Shopper which is distributed in South Raleigh, Garner, Clayton, Willow Springs, Fuquay-Varina, Holly Springs, Apex and Cary claims a circulation of 15,500. It is distributed free on Thursdays. A similar publication is Ad-Pak which is distributed on Wednesdays in the North Raleigh area.

Two publications which emphasize the whole triangle area are the Triangle Pointer and The N. C. Leader. The Triangle Pointer is a free publication which is published weekly by the Village Publishing Company in Chapel Hill. It lists places to dine and things to do in the Raleigh-Durham-Chapel Hill area. The N. C. Leader has a paid circulation of 5,000, 3,000 of which are subscriptions from companies in the Research Triangle Park. The paper publishes articles on company activities and breakthroughs as well as features and calendars of the arts and entertainment around the triangle.

Another periodical of interest in the Raleigh area is The Spectator which bills itself as a "metropolitan weekly news magazine." (Quoted from News & Observer, October 15, 1978) It has a major feature on some issue each time and it also has many articles on the arts, entertainment and travel. It was begun in 1978.

Radio

There are fourteen radio stations in Wake County alone. The major stations are WPTF and WQDR-FM which are both owned by Durham Life Broadcasting, WKIX and WYYD-FM both owned by Mann Media, and WRAL-FM which is owned by Capitol Broadcasting Company.

WPTF claims to have the most adult listeners and it is heard in the counties surrounding Wake. Features such as Open-Line where listeners state their opinions on issues, and Ask Your Neighbor, where listeners give each other information and sell items, are popular with adults all over the area. Other features include the farm area, traffic reports, stock market reports and programs of special music. WQDR-FM format is completely different. Its hard rock programming appeals mostly to young adults. Entire albums are aired regularly.

Two other stations which appeal to the under 30 market are WKIX and WRAL-FM. WKIX plays top 40 interspersed with golden oldies. WRAL is definitely a top 40 station. The top tunes are repeated regularly each day. Neither of these stations displays much variety in programming. WYYD is an easy listening station. It has only eight commercial breaks per hour.

Of the nine remaining smaller stations, five have country and/or religious programming. Country music appears to be popular both in Raleigh and the smaller towns. WKNC-FM and WSHA both hit limited audiences as they transmit to the students at N.C. State and Shaw universities respectively.

A station which is relatively new to the area (it began July, 1978) is WCPE-FM which has educational and public affairs programs. It is supported by individual contributions and grants. Areas of Wake closer to Chapel Hill can receive WUNC which is also a public radio station. Various Durham and Chapel Hill stations can also be heard in the county.

In summary, Wake County has a diversity of radio stations as one can see from the accompanying chart. The major stations are visually cooperative in airing public service announcements for the library system. Looking toward the future, the Wake County Public Library should strive to get its own program, or a spot on one of the major stations in order to promote the system more effectively.

RADIO STATIONS IN WAKE COUNTY

Call Number	Power	Program Format
WAKS (Fuquay-Varina)	5,000 W	Country
WCPE-FM (Raleigh)	(12,500 W)	Public affairs, educational
WETC (Wendell)	5,000 W	Country
WKBQ (Garner)	1,000 W	Modern country, religious
WKIX (Raleigh)	10,000 watts-D 5,000 watts-N	Top 40
WKNC-FM (Raleigh)	-	Progressive music. North Carolina State University student station

Radio Stations in Wake County, continued

Call Number	Power	Program Format
WLLE (Raleigh)	500 W D	Gospel, rhythm & blues religious
WPJL (Raleigh)	1,000 W	Religious
WPTF (Raleigh)	50,000 W	Variety of music, farm hour, talk shows, public affairs
WQDR-FM (Raleigh)	100,000 W	Rock
WRAL (Raleigh)	100,000 W	Top 40
WSHA (Raleigh)	-	Religious, progressive easy listening. Shaw University station
WYNA (Raleigh)	1,000 W	Country
WYYD (Raleigh)	90,000 W	Easy listening

Television

Wake County residents have access to all three networks through three local stations: WPTF-TV (NBC), WTVD-TV (CBS), and WRAL-TV (ABC). WPTF-TV (Channel 28) does not have as large a viewing area as the other two stations mentioned because it is on UHF. Recent improvements in the height and size of the antenna have increased the range of the station. Local news coverage is maintained for the triangle area, but it is in a short, snappy magazine format rather than a standard reportorial framework. Though news coverage is improving rapidly, the station is still relatively new (bought by the present owners in 1977) and it does not have as much news or as many public affairs specials as the other two channels. This station is owned by Durham Life Broadcasting, the same company which owns the WQDR/WPTF radio stations.

WTVD (Channel 11) which was begun in 1954 is owned by Capital Cities Communications, Inc. It reports Raleigh and Wake County events regularly and it carries network news as do the other two channels listed above. It can be seen in Rocky Mount and Fayetteville as well as in the triangle area and its Grade A service (satisfactory service expected at 90% of the time for at least 90% of the receiving locations according to TV Factbook) extends in a circle for approximately 100 miles using the middle of Johnston County as a center point.

WRAL-TV's (Channel 5) chief owner is A. J. Fletcher. Its "A" range is similar to Channel 11's. Local news of the triangle is carried as are the ABC network news and other network programs.

Two other stations of interest are WUNC-TV which is the educational channel and WLFL-TV of Durham which owns Christian and Family programming. WUNC which is run by the University of North Carolina carries many of the well-known PBS series such as "NOVA," "Masterpiece Theater," "Crockett's Victory Garden," "Julia Child" and "Soundstage," but it also produces some of its own programming such as "Today in the Legislature" and "N.C. People." Educational programs are also beamed into the schools.

There are also several cablevision companies that provide access to television stations outside the Raleigh area. Alert Cable TV which was established in 1975, serves Garner, Apex, Fuquay-Varina, and Cary as well as areas in Wake and Johnston Counties. Costs and the numbers of channels received vary with each town as charges are established by negotiation with the various Town Councils. The public access channel provided by Alert CATV is Channel 12.

The City of Raleigh is served by Cablevision of Raleigh, which was established in 1968. It provides access to Washington, D. C., and Atlanta Channels, as well as those in other N. C. cities. The public access Channel is 13.

At one time the Wake County Library system had one person handling public relations at the systems level. This is still a sorely needed position as there is such a multiplicity of media to deal with and so many libraries are planning events. The media should be receiving materials from only one service so that they know whom to contact if any questions arise; and the library system should be putting forth more effort to reach potential users throughout the county. Only a continuing and well-thought out Public Relations Campaign will keep the public aware of all library services.

RECREATION

Wake County offers its residents an enormous array of leisure activities including outdoor and indoor active sports, spectator sports and other passive hobbies, and facilities and programs for special populations. Parks and Recreation Departments are located in Apex, Cary, Fuquay-Varina, Garner, Holly Springs, Knightdale, Morrisville, Raleigh, Rolesville, Wake Forest, Wendell and Zebulon.

The Raleigh Parks and Recreation Department maintains all Raleigh parks, recreation facilities, and city cemeteries. It administers organized recreational and beautification programs, secures park land, and plans recreational areas and facilities. There are over 120 pieces of park land containing 1,400 acres of land plus 1,000 acres of lakes. Twenty community centers, 2 swimming pools, 6 3/4 miles of Greenway and over 100 miles of streets and highways are also maintained by this department. During a period of one year the department provides over 500 program activities and special events for the leisure and enjoyment of our citizens. Other organizations such as YMCA;s, YWCA's, the Boys Club, and the Salvation Army offer a number of facilities and programs also.

A year-round athletic program of activities in season is offered for all ages and both sexes. Included in the offerings for youth are baseball, football, track, and basketball. Age divisions have been established in each youth activity for safe and sound management of play. Adult activities consist of softball, track, basketball, and volleyball. In adult sports, various divisions of play are available, i.e., industrial, open, church, women's etc., for those who qualify. The mentally retarded, visually impaired, physically handicapped, elderly, and young, are given programs like wheelchair basketball, special olympics, pottery, drama, and Friendly Day Camp.

In Wake County, one may participate in horseback riding, skeet shooting, shuffleboard, horseshoes, roller skating, bowling, ping-pong, handball, and weight lifting, each of which is available at more than one location. And local clubs organize winter skiing trips to the nearby mountains and help participants locate equipment and obtain instructions. In addition, Wake County has over ten golf courses along with par-3 courses, miniature golf, and driving ranges.

Six miles south of Raleigh, fishing, sailing, and water-skiing are available at the 650 acre Lake Wheeler, site of a popular annual regatta. Canoeing, swimming, and skin diving are offered elsewhere; and Pullen Park has kiddie boat rides and pedal boats on Howell Lake. Umstead State Park, 5,200 acres just outside Raleigh, provides organized group camping, picnicing, row-boating, fishing and nature trails.

There are 54 all-weather public tennis courts in Raleigh, 49 of which are lighted. Additional courts are to be found at area colleges and universities. Youth and adult classes are offered and league tennis is in its thirteenth year. The Mobile Tennis Program takes tennis to areas where courts and instructions are not readily available.

North Carolina State University, Shaw University, St. Augustine's College, Peace College, Meredith College, and St. Mary's College all engage in spectator sports such as football, basketball, track, volleyball, wrestling, tennis, lacrosse, soccer, baseball, and swimming. The annual Raleigh Road Race attracts hundreds of runners and thousands of spectators each spring.

While the State Fair is perhaps the biggest annual event, the fairgrounds are in use year-round for events such as dog shows, cat shows, horse shows, art and craft exhibits, food demonstrations, a weekend flea market, concerts, and the circus. Boat shows and car shows are also held at area shopping centers.

Tourism is big in Wake County because Raleigh is the State Capital. Some of North Carolina's oldest homes are here, and restoration projects are preserving some of the more historically significant buildings. Historic Oakwood is of particular interest because of its various styles of architecture. A self-guided walking tour is available.

The Morehead Planetarium and the N. C. Botanical Gardens are located in Chapel Hill, just 12 miles from Wake County. And, within three hours driving distance are over 20 beaches to the east, and the Blue Ridge mountains to the west.

CULTURAL AGENCIES

There is a diversity of cultural activities available in Wake County though many of the events take place in Raleigh and the surrounding suburbs. Among the societies and organizations which promote the arts in general is the Raleigh Arts Commission, which was established by the City Charter and serves as a coordinating organization for the public programs to further the cultural development of the city. The Commission compiles an art resources directory, provides art displays to offices, sponsors workshops, coordinates the City Arts Festival and acts as an Arts Clearinghouse. Also the Raleigh Fine Arts Society, Inc. (a private organization) "furthers art in the community and encourages public appreciation of art, music, and literature." (quoted from WIC questionnaire) It supplies docents for historic sites and also gives various programs. Both the N.C. Arts Council and the N.C. Arts Society are located in Raleigh. According to the Art Resources Directory, there are over 210 organizations, businesses, and performing groups concerned with the arts and 613 individual artists listed in the Wake County area. (For additional organizations not listed in this narrative, consult the following headings in the Help booklet: Arts, Crafts, Dance, Drama, Films, Music.)

With respect to the visual arts, the N.C. Museum of Art, presently located at 107 E. Morgan Street, is visited not only by local residents, but also by citizens from all over North Carolina. It has a permanent collection of over 4,000 works of art as well as circulating exhibitions, a collector's gallery and the Mary Duke Biddle Gallery for the Blind. The hours are as follows: 10-5 Tuesday-Saturday and 2-6 on Sunday.

Raleigh is also the location for the North Carolina State University School of Design. The school includes a gallery which exhibits primarily student and faculty work, but also sponsors some touring shows. It also has a permanent collection of sculpture, prints and paintings, and a library of design which is open to the public. At North Carolina State University there is also a student center gallery which sponsors a variety of exhibits for the public as well as the student community.

One of the most interesting and active organizations of artists in the Raleigh area is the Raleigh Artist Community, 408 W. Morgan Street. R.A.C. is "a non-profit organization whose primary objectives are art education, art therapy, and community outreach." (Quoted from WIC questionnaire.) It has a gallery and it also rents studio space to members at a minimal fee. Art classes are held both in the building and in local schools, hospitals, and other locations.

In addition to R.A.C. the Woman's Club of Raleigh operates the Carolina Arts Gallery (3300 Woman's Club Drive) which sells paintings and crafts from both local artists and other artists in the state. In the Cary area, the Cary Arts Guild promotes the arts by giving monthly demonstrations and workshops. There are also several commercial galleries and craft shops in the Raleigh-Cary area. In summary, the Raleigh area has many organizations which in one way or another promote the visual arts.

Wake County also offers many opportunities for the citizen interested in the performing arts. Raleigh is the home of the N. C. Symphony, a seventy member orchestra which performs across the state. The symphony does play a full season of concerts at Raleigh's Memorial Auditorium. North Carolina State University has its own orchestra as well as various musical groups such as the choir, the Pipes and Drum Corps and a band. The Friends of the College, a non-profit organization, is concerned with bringing performers in music and dance to the campus each year. Shaw University, Meredith, St. Mary's, and St. Augustine's Colleges also have a variety of performing arts groups on their campuses.

Several other groups of interest in the area of music are the Cary High School Band in Cary, which has won many awards; the National Opera Company, which gives an average of fifteen performances a year; the Raleigh Boys Choir; the Raleigh Chamber Music Guild, Inc.; the Preservation Jazz Company, whose activities include jazz concerts, lectures on the history of jazz, workshops and various programs; the Raleigh Oratorio Society and the Raleigh

Music Club which also sponsors the Capital Area Youth Symphony.

In the area of dance, there is the Raleigh Civic Ballet, the N.C. Repertory Ballet Company and the Easy Moving Company, which promotes modern dances. Other groups include the Raleigh Dance Community, Inc., whose members are dance instructors and others interested in the dance; the Little German Band and Dancers; the International Folk Dance Group at N.C. State, and several groups of cloggers.

Wake County also has a fine community theater, the Raleigh Little Theater. It stages five productions a year and also has other activities such as benefit performances, art exhibits and performing arts classes. In addition to the theater, there is a rose garden and amphitheater. Dramatic productions are also put on by the area universities and colleges.

Other organizations which promote drama include the Student Theater Guild, Inc. of North Carolina which involves children and young adults in the theater; the Masquerade Mime Company and the World on a String Marionette Theater. With regard to film there are at least 15 commercial theaters in the Raleigh-Cary area. There are few theaters except drive-ins in the county itself.

Throughout the Triangle (Raleigh, Durham, Chapel Hill) there are many crafts people working in areas as diverse as weaving, glass blowing, ceramics, carving, blacksmithing, etc. In Wake County there is a Raleigh Craftsmen Association which seeks to promote antique handicrafts (such as pewtersmithing, rug hooking, copper enamelling); the Raleigh Craft Club, which gives craft people a chance to share ideas and gives workshops and demonstrations; the Raleigh Stitches Guild and the Wake Weavers Guild as well as the Cary Gourd Club; the Central Ceramic Enthusiasts; and the National Woodcarvers' Association, Raleigh Chapter. The Community Crafts Shop works with older citizens and people with low incomes. The organization gives classes and sells crafts.

Organizations for area writers and those interested in literature include the N. C. Poetry Society and the Nameless Order of Raleigh whose members are interested in science fiction and fantasy. There also are many book clubs throughout the county.

Several journals are also published by area universities; they include the N. C. Folklore Journal, Southern Poetry Review, and the Prism and Windhaven which are student literary magazines. Published independently of any college are the magazines "Free Minds" which is an annual compilation of poetry, short stories and essays published by women prisoners, and the N. C. Review which publishes works by known and unknown authors. Raleigh has also been the location for the past several years of the Tarheel Writer's Roundtable, which brings together authors from all over the state for lectures and idea-sharing.

Because of the diversity of cultural activities in the Raleigh-Cary area, not as much stress has been put on this type of programming by the city libraries. Olivia Raney, the headquarters library, lacks even an auditorium to hold any type of concert or performance. At South Raleigh, our small shopping center branch, there is no room for displays or most programs; the same problem is apparent at Cameron Village which is severely overcrowded. North Hills does have a community room (separate from the library), but because of the many performances scheduled in Raleigh, such programs are probably not needed at this time. The Richard B. Harrison Library which houses the Black Collection and which does have a good auditorium, could certainly do more in promoting black artists and performers.

Outside of the Raleigh area in the smaller towns such as Garner, Knightdale, Apex, Fuquay-Varina, etc., the libraries probably should be viewed more broadly as cultural centers and programs on the arts should be scheduled where space permits.

CHURCHES AND RELATED AGENCIES

Churches are still an important part of the community in the Wake County area. Particularly in the smaller towns, the churches play a vital social and recreational function as well as a religious one. The Baptist denomination is by far the largest group in the county; they have 159 churches altogether. The second largest group is the Methodists who have 44 churches in Wake County (see breakdown in the chart entitled "Number of Churches and Other Places of Worship in Wake County as of April, 1977") for additional information.

Edenton Street Methodist Church probably has the largest congregation (3,030), though there are several other large churches in downtown Raleigh (for example, White Memorial Presbyterian with a congregation of 2700 and Hayes Barton Baptist which has a membership of 1800).

For several years, the Wake County Information and Referral Center has updated a Directory of Churches, Synagogues, and Religious Organizations in Raleigh-Wake County. The fourth edition published in Spring of 1977, contains the only information on all the churches in Wake County which has been systematically gathered. Because of the Directory's comprehensive listing of all denominations and related agencies and organizations, it would be pointless to discuss here the information which it lists. (A new edition of the directory is currently being prepared by a local minister, but will not be available in time to be included with the community analysis.) Copies of the Directory have been distributed to all area ministers, and copies are kept in all the public libraries. Other related organizations are listed in the Help booklet under the headings of "Ministers" and "Religious Organizations."

Information on a trend toward gains or losses for all denominations in Wake County was impossible to locate. The Southeastern Baptist Theological Seminary does have a list of gains and losses in membership for Baptist Churches in the county. On the whole it seems that churches are gaining in membership with Trinity Baptist, Forest Hills and First Baptist of Raleigh showing the biggest gains. At the same time, the population of Raleigh is somewhat transient, so churches in the metropolitan area also lose quite a few people each year.

Since the church is a particularly important place in the smaller towns and in minority areas where we have libraries, the librarians should definitely send fliers and calendars of events to the churches. Also ministers and lay teachers need to be made aware of the many books on religion that the libraries contain. Periodic visits or phone calls to the ministers in the community would probably be a good idea.

NUMBER OF CHURCHES AND OTHER PLACES OF WORSHIP IN WAKE COUNTY
AS OF APRIL, 1977

A. Christian Denominations

Adventist Churches
Apostolic Churches - 2
Assemblies of God - 3
American Baptist Convention Churches - 1
Free Will Baptist Churches - 8)
General Baptist Churches - 37)
Independent Baptist Churches - 10)
Pentecostal Free Will Baptist Church - 2) 159
Primitive Baptist Church - 1)
Southern Baptist Churches - 99)
Christian Churches - 11
Church of Christ - 28
Church of God - 17
Church of Jesus Christ of the Latter Day Saints - 2
Church of Nazarene - 2
Congregational Holiness Churches - 3
Episcopal Churches - 8
Foursquare Gospel Churches - 1
Friends Meeting - 1
Greek Orthodox - 1
Holiness Churches - 13
Holy Churches - 5
Interdenominational - 7
Lutheran - 7
Methodist Churches - 44
Missionary Churches - 2
Moravian Churches - 1
Non-denominational - 8
Pentecostal Churches - 8
Presbyterian Churches - 25
Roman Catholic Churches - 9
Wesleyan Churches

B. Other Religions

Muslim - 1
Jehovah's Witnesses - 7
Jewish - 2
Unitarian - 1

INSTITUTIONALIZED AND HOMEBOUND

Wake County Medical Center, with 593 beds and 4 suburban hospitals of 20 beds each (located in Apex, Fuquay-Varina, Wake Forest, and Zebulon) are county-owned but operated for the county by a non-profit corporation, Wake County Hospital System, Inc. Wake County Medical Center, a full-service hospital in Raleigh, offers emergency services 24 hours a day. The Board of Trustees, 7 members appointed by the County Commissioners for 5-year staggered terms (and an ex-officio County Commissioner), manages, controls, and supervises the Wake County Hospital System. Rex Hospital has 481 beds, but plans to move to a new location, now under contruction, in August of 1980. The new facility will have 400 beds and an adjacent, hospital-owned office building which will house about 40 doctors. The privately owned Raleigh Community Hospital has 140 beds, while Holly Hill Hospital, a privately owned psychiatric hospital, has 58. Dorothea Dix Hospital for the mentally disturbed has 1395 beds and Central Prison Hospital contains 90 beds.

There are, in addition, 376 beds in skilled nursing homes, 435 beds in intermediate care facilities, and 281 beds in rest homes. Beds for Day Care homes number 38, and there are 2 adult care centers in the county.

Wake County has an inmate population of 2,972. The breakdown follows:

Polk Youth Center	630
Wake Advancement Center	87
Central Prison	1,395
Correction Center for Women	476
Triangle Correctional Center	384

VOLUNTEER SERVICES

Volunteer services in Wake County can be divided into those agencies that recruit and refer; those agencies and groups that use volunteers; a volunteer administrator's group. Over all, volunteers are used in over 150 agencies and/or groups.

Recruitment and Referral

Capital Area Voluntary Action Center: recruits and refers volunteers to voluntary or governmental agencies and organizations involved in health, welfare, recreation, education, cultural, civic, or other non-political organizations.

Human Resources Department, City of Raleigh: management, development of policy, establishment and enforcement of standards for services in the fields of mental health, general health, and rehabilitation.

N. C. Governor's Office of Citizen Affairs

N. C. State University

Agencies and Groups Using Volunteers

Advocate Program: Trained volunteers assist residents of psychiatric facilities and their families to air all grievances and protect their legal, civil and human rights.

Agape Prison Ministry

American Association of University Women: Interpreter Service

American Cancer Society

American Diabetes Association

American National Red Cross

Area Mental Health for Wake County

Auxiliary to the Wake County Hospital System

Camp Oak Hill

Catholic Social Services

Childbirth Information

Christian Community in Action

Common Cause/N.C.: a volunteer citizens' group which monitors national and state government; lobbies for legislation; publishes educational literature

Community Craft House

Cooperating Raleigh Colleges

Crabtree Valley Mall Chaplain

Criminal Justice Council of Wake County

Cued Speech Center

Dorothea Dix Volunteer Service Guild

Drug Action of Wake County

Employment Security Commission

English Conversation Classes for Foreign Wives

Five County Community, Players

Governor Morehead School

Halifax Court Child Care and Family Services Center

Historic Preservation Society of N. C.

Hope Haven: home for troubled women with such problems as alcoholism or drug abuse

Hopeline: crisis intervention: 24 hours telephone service

House of Dance

Human Resources Department, City of Raleigh

Juvenile Court Counselor's Office

Learning Together: Pre-school and kindergarten for ages 3-10, 50% normal and 50% special children; crisis intervention

Meals on Wheels of Wake County

Mental Health Association of Wake County

Methodist Home for Children

National Multiple Sclerosis Society

North Atlantic Cultural Exchange Program

N.C. Action for Foster Children

N.C. Action for the Gifted and Talented

N.C. Consumer's Council

N.C. Dept. of Administration

N.C. Dept. of Commerce

N.C. Dept. of Correction

N.C. Dept. of Crime Control and Public Safety

N.C. Dept. of Cultural Resources

N.C. Dept. of Human Resources

N.C. Dept. of Natural Resources and Community Development

N.C. Dept. of Public Education

N.C. Friendship Force: an international exchange program to promote world peace through a direct interchange of people living in homes of people from other lands

Re-Entry: services to ex-offenders

Rescue Squads

Rex Hospital Volunteer Service Guild

Service Corps of Retired Executives: counseling in marketing, personnel, production; finance; volunteers offer small business assistance

Tammy Lynn Memorial Foundation: services for profoundly and severely retarded children 6 years old and above

TERRAP-N.C.: (Territorial Apprehensiveness) provide self-help courses for agoraphobics and individuals who suffer from anxiety attacks due to phobias

Transportation Department, City of Raleigh

Triangle Children in Hospitals

Triangle Council of the Experiment in International Living

Triangle Registry of Interpreters for the Deaf

Triangle Youth for Christ

United Cerebral Palsy of N.C.

U.S. Consumer Production Safety Commission

University of North Carolina

WCPE-FM: educational information

Wake County Association for Retarded Citizens

Wake County Child Abuse Prevention Services

Wake County Child Advocacy Council

Wake County Council on Aging

Wake County Department of Social Services

Wake County Farm Bureau

Wake County Foster Parents Association

Wake County Hospital System

Wake County Juvenile Detention Home

Wake County Opportunities: cooperates with federal, state, and local agencies to coordinate efforts in the attack on poverty in Wake County

Wake County Parks & Recreation Department

Wake County Personnel Department

Wake County PTA Council

Wake County Public Libraries: Wake County Information and Referral Center

Wake County Public School System

Wake County React Team: volunteer organization which sends out search parties and helps in disasters

Wake County Sheltered Workshop: remunerative sheltered employment for handicapped persons - mentally retarded, physically handicapped, emotionally disturbed - 16 years of age or older

Wake County Society for the Prevention of Cruelty to Animals

Wake County United Day Care Council

Wake County Women's Aid

Wake, Johnston, Harnett Legal Services

Women in Action

Women's Center of Raleigh: offers peer and professional services

YMCA, Bloodworth Street

YMCA, Hillsborough Street

Yokefellow Prison Ministry

YWCA

Volunteer Administrator's Group

DOVIA (Directors of Volunteers in Agencies); organization for the support and continuing education of volunteer administrators.

Although the Wake County Public Libraries do not work directly with all of the above mentioned volunteer organizations, it is vital for these organizations to know the library's services as well as the libraries to know how and where to refer their patrons when their needs warrant it. WIC - Wake County Information and Referral Center - has been a tremendous liaison between these volunteer organizations and the library system. However, even more communication needs to be considered for the benefit of all Wake County citizens.

GOVERNMENTAL UNITS

The following levels of government are all represented in

Wake County:

Raleigh City Government - has 12 departments, 9 major administrative offices and positions including City Manager, and an 8-member non-partisan City Council including the Mayor. The Mayor and two Council members are elected at-large; the other Council members represent 5 electoral districts. At least 29 boards and commissions are comprised of citizens appointed to serve by City Council without payment. Some of these bodies are established by City Charter; others are non-statutory and have specialized advisory functions.

Wake County Government - consists of 28 agencies, departments and offices supervised by 5 assistant county managers (Public Affairs, Information Systems, Environmental Affairs, Human Resources, and General Services), 3 other major administrative positions including County Manager. The 7 members of the nonpartisan Board of Commissioners, including the Chairperson, each represent districts in Wake County but are elected by the population at large.

There are at least 18 statutory and nonstatutory boards and commissions whose unpaid members set policy and make decisions, or advise the agencies they serve. Some board and commission members must be appointed by theCounty Commissioners; those positions are advertised. Citizens who wish to be considered for vacant positions must forward their credentials to the Chairman of the Public Affairs Committee of the County Commissioners.

The attached Organizational charts for the City of Raleigh and Wake County Government show the structure of both governments. Raleigh and Wake County have comparable functions in areas such as planning, zoning, inspections, public housing, public employment, parks and recreation, sanitation, law enforcement, personnel, finance and legal advice.

The City of Raleigh's Human Resources Department and the agencies under the Assistant County Manager for Human Resources are organized and operated differently. Public services in areas such as health, mental health, social services, education, hospital are offered at the county level for the County's population regardless of residence. The City of Raleigh generally receives funds and administers programs only for City of Raleigh residents, although the City's planning and zoning jurisdiction extends slightly beyond municipal limits. The departments of County Government which were listed above as comparable to City departments have jurisdiction primarily outside municipal limits.

On the other hand, land use and recreational planning are among the functions which are sometimes conducted jointly by county and municipality when regulations must be drawn up or State and Federal funds are being requested. The Wake County Tax Office also collects City of Raleigh taxes. The Wake County Board of Elections has voting and registration records for the whole county, and conducts local, state and national elections throughout the county. The Housing Authority of the City of Raleigh provides social service programs to its clients which are not offered by the Wake County Housing Authority. However, the Housing Assistance Payments Program in Raleigh accepts applications from all Wake residents.

Water and sewage systems and street/road maintenance are handled differently by the city and the county. The City's Transportation Department has no counterpart in county government.

Below are some of the Federal Government services and programs operated at the county level: Agricultural Extension, Farmers Home Administration, Agricultural Stabilization and Conservation Service, Employment and Training (CETA), and Community Development (CD). Other municipalities in Wake County may also apply for CD funds. The county's CETA office serves municipal and rural residents outside the City of Raleigh. The City of Raleigh is part of a CETA Manpower Consortium involving several adjacent cities, and counties, but not Wake; Raleigh's own CETA office serves only City residents. The City of Raleigh also operates its own CD program in certain areas of the city.

The following services are shared responsibilities of Raleigh and Wake County government: Wake Emergency Communications Center, Raleigh-Durham Airport, and Triangle J Council of Governments. Other municipalities besides Raleigh which participate in the Emergency Communications system also share in the funding. The Raleigh-Durham Airport is a commercial facility owned by the City of Raleigh, the City of Durham, Wake and Durham Counties. The Airport Authority includes members appointed by each governmental unit.

Triangle J Council of Governments is one of 17 lead regional organizations in North Carolina. Region J consists of Wake, Lee, Orange, Chatham, Johnston and Durham Counties, including 36 county and municipal governments. Participating governments share in the funding and are represented by delegates to Council of Government. The Council's main functions are to promote intergovernmental cooperation and to plan on a regional basis for land use, water quality, housing, transportation and human services. Applications for certain state and Federal grants must be submitted through the Council of Governments.

Regional planning for health services as mandated by national legislation is carried out for Raleigh and 10 surrounding counties by the Capital Health Systems Agency. The 55 member CHSA board of directors includes health consumers and health providers.

Certain private, non-profit organizations providing human services to Wake County citizens may also approach Wake County Government, and sometimes municipal governments, for a portion of their funding (e.g., matching money for Federal grants). Although local funding does not make these organizations line departments of local government, the governing bodies usually require some form of accountability (e.g., reporting). Drug Action of Wake County, Wake County Council on Aging, Wake County Opportunities and the Capital Area Voluntary Action Center are among the organizations in this category.

The public library system was also a county agency but not a line department of the County from 1970-1977. As of July, 1977, Wake County Public Libraries became the Wake County Department of the Library for administrative purposes. As cited in sections of this Community Analysis dealing with the history, functions and governance of the library system, Wake County Public Libraries still receives funding from nine municipalities and deals with nine Town Councils and local library boards.

The following municipalities in Wake County are incorporated: Apex, Cary, Fuquay-Varina, Garner, Holly Springs, Knightdale, Raleigh, Morrisville, Rolesville, Wake Forest, Wendell, and Zebulon. All of these communities have Mayors and Town Commissions or Councils. Holly Springs, Rolesville, Morrisville and Knightdale have Town Administrators or Clerks. The other municipalities have Town Managers as well as Town Clerks and other administrative officials. All municipalities except Holly Springs, Morrisville and Rolesville operate from town hall buildings.

Town functions in most cases include sanitation, water and sewage, and other public works; issuance of motor vehicle license plates and dog licenses; planning, building inspections, and issuance of building permits; fire and police protection; and recreation. Emergency services inside and outside these communities are supplemented by volunteer fire departments and rescue squads throughout Wake County.

Other public services not directly sponsored by town government also operate at some town halls: courts, driver license examinations; legal aid, Social Services Dept., and Employment Security Commission outposts. Some of the newer town halls provide meeting facilities for community use (e.g., Cary, Wake Forest). Public library buildings in Knightdale and Garner are part of the town hall complex. (See section of Community Analysis dealing with meeting facilities.)

Citizen boards and commissions appointed by Town Councils advise the town in such matters as recreation and planning.

N. C. State Government is organized into 17 departments (see chart) with more than 80 major divisions headquartered in Raleigh, primarily near downtown in the State Government complex. State departments have planning, coordinating, policy-making, consultative, funding, and reporting functions. Therefore, citizens usually do not obtain direct services from most of these departments. However, certain divisions and departments have their counterparts on the local level: e.g., the State Library, Division of Health Services, Division of Social Services, Division of Mental Health Services, Department of Community Colleges, Department of Public Instruction, Board of Elections, Civil and Criminal Courts, Employment Security Commission and Alcoholic Beverage Control.

Examples of state government services which are offered to Wake County citizens and visitors directly from state offices in Raleigh include: advocacy councils, ombudsmen, as mentioned later in this section; consumer services, e.g., through the Attorney General's office and the Department of Insurance; the State Fair;

the Museums of Art, History, and Natural History; the Travel and Tourism Division, the Office of Minority Business Enterprise, the Industrial Commission, Capital Area Visitor Center, N.C. Symphony, Care-Line, Job Corps, the commuter buses for Garner and Cary, and the Wildlife Resources Commission and the Division of Motor Vehicles.

Most State government offices are within walking distance of Olivia Raney Library or are convenient to bus lines.

The State Court system includes District and Superior Courts located at the Wake County Courthouse, the N. C. Court of Appeals in the Ruffin Building, and the N. C. Supreme Court in the Justice Building. All courts are located in downtown Raleigh in or on the Fayetteville Street Mall near Olivia Raney Library. However, court sessions are also held at some Town Halls in Wake County. The Supreme Court Library may be used for reference purposes by the public.

The N. C. General Assembly meets in the Legislative Building in the State Government complex, within walking distance of Olivia Raney Library. Citizens may obtain bill status information through an office which is staffed while the General Assembly is in session, and may ask for copies of bills throughout the year from the Legislative Library. All six 15th district representatives and all three 14th district senators live in Raleigh.

The office of the Governor is located in the Administration Building; the office of the Lieutenant Governor, in the Legislative Building. Both buildings and the Executive Mansion are close to downtown Raleigh.

As mentioned in other sections in this Community Analysis, the presence of some 30,000 government workers and elected officials at all levels of government has a great economic impact on Wake County. From the public library's point of view, Olivia Raney Library serves a large number of government employees because of its proximity to the Raleigh Municipal Building, the Wake County Courthouse, State Government offices, the Courts and the Legislative Building. However, use of Olivia Raney Library for leisure reading and reference by these employees and officials is usually concentrated during lunch hours, and is greatly reduced outside of regular office hours. In addition, the lack of public parking, the absence of Reference service before 11:00 a.m. and all day Saturday, and the reduction in visibility, hours and staff coverage for Wake County Information and Referral Center restrict the opportunities for use by government employees, elected officials, and citizens.

U. S. Government: Earlier in this section, Federal programs operated in County and City government were mentioned. However, most of the 32 U. S. Government departments with offices in the Wake area are located in the Federal Building near downtown Raleigh and the Research Triangle Park. Agriculture, Defense (armed Forces), Personnel (U. S. Civil Service), Environmental Protection, Internal Revenue Service, Postal Service, Justice, HEW, Social Security, and the National Institute of Environmental Health Sciences are the major Federal agencies represented in or near Raleigh. In addition, the U. S. District Court is located in the Federal Building. Both U. S. Senators have offices in the Federal Building. The U. S. Representative for the 4th Congressional District has an office at Research Triangle Park.

CITIZEN ACCESS TO GOVERNMENT

Listed below are the channels through which Wake citizens can obtain government services and information and can participate in government:

1. Calendar of Raleigh city government meetings and activities issued monthly by the City Research and Public Information Office.
2. News releases to news media from municipal, county and state governments.
3. Governmental telephone directories listing departments, elected officials and personnel: Raleigh "AID" Notebook, Wake County Personnel Directory, and State Government Telephone Directory, and Research Triangle Park Directory publications are intended for use by governmental agencies but are available for citizens at the public library. The government documents and ready reference collections at Olivia Raney contain other types of governmental directories.
4. The following publications are intended for use by citizens and agency professionals. They are distributed in quantity

by the public library as well as by the agencies or organizations which issue them:

Help for the Citizens of Wake County, by Wake County Information and Referral Center, Wake County Public Libraries

Directory: Officials of Raleigh and Wake County, by League of Women Voters of Wake County

Citizen's Guide to Raleigh and Wake County, by League of Women Voters

"Who to Call at City Hall," by City of Raleigh Research & Information Office

The above publications, as well as the governmental telephone directories and government organization charts, were used as sources in writing the "Government" section of this Community Analysis.

5. Information on governmental agencies is provided through the:

Federal Information Center Care-Line, N. C. Dept. of Public Information Office, City of Raleigh

State Government Operator

Wake County Courthouse Switchboard: City-County Centrex

Wake County Information & Referral Center, Wake County Public Libraries

Care-Line goes beyond information-giving related just to government agencies. Care-Line is a statewide information and referral network which collects information on human service (public and private, non-profit) in every county in N.C. The information is stored in the form of microfiche and computer printouts. Telephone service is available to all N. C. citizens through a toll-free line, with the capacity for 3-way linkage to state government agencies. Care-Line provides consultation and technical assistance to local community information and referral affiliates, which in turn help update Care-Line's information on their counties. Wake County Information and Referral Center has enjoyed a good working relationship with the Care-Line staff for several years.

Wake County Information and Referral Center also extends its telephone and walk-in services to citizens and agency professionals who need information on and guidance to public agencies, and non-profit organizations and community services of all types: e.g., governmental, educational, social, health, recreational, civic. Since the other information and referral services besides Care-Line have specialized purposes (see section in Community Analysis on Information and Referral Services), Wake County Information and Referral Center attempts to serve people without restriction as to age, need, problem, etc.

6. Advocates or ombudsmen are available to "cut red tape" for citizens needing access to governmental services. Examples

include: Area Mental Health for Wake County (public)
Carolina Action (nonprofit)
Common Cause/N.C. (nonprofit)
Mayor's Committee for Services to the Handicapped (public)
Advocacy Council on/for the Mentally Ill and Developmentally Disabled (public)
N.C. Councnl on the Status of Women (public)
N.C. Dept. of Natural Resources and Community Development (public)
N.C. Governor's Office of Citizen Affairs (public)
N.C. Public Interest Research Group (nonprofit)
Ombudsman, City of Raleigh (public)
Raleigh Police Dept., Victim Advocate (public)

Care-Line serves as the ombudsman for the N.C. Department of Human Resources. Wake County Information and Referral Center, while not an advocate for particular issues, does report on human needs to its own Advisory Council and plans to resume similar reporting to local government and to other major human service agencies next fiscal year. Through referrals of specific clients to specific programs and services, and through calls to agencies to clarify information for clients, the Center does perform a type of advocacy.

7. Citizens Advisory Council: the City of Raleigh sponsors 18 community advisory councils which are represented on the

Citizens Advisory Council. The councils provide a channel for citizen participation in Raleigh government and a means for city officials to convey information to citizens. The councils hold monthly meetings and produce newsletters. The Human Recources Department and the Planning Department offer staff liaison with the CAC's.

8. Community/Citizens Involvement Council: the Citizen Involvement Workbook published by the N. C. Governor's Office of Citizen Affairs describes several processes and channels through which citizens may have a voice in local and state government and access to information on public services. During 1978, the Governor's Office wrote to County Commissioners to encourage them to designate new or existing bodies of citizens and agency representatives as their local community involvement councils. The Governor's Citizen Affairs staff has traveled throughout the state providing encouragement and technical assistance to local governments and groups interested in developing community involvement programs, councils, resource centers, technical skills banks, and volunteer programs.

The Wake County Commissioners have not yet designated a community involvement council. However, during the Spring of 1979, Public Affairs Committee of the County Commissioners considered a proposal by the Committee Chairman and a joint proposal by the Wake County Information and Referral Center (public library) and the Capital

Voluntary Action Center.

9. Service on governmental boards and commissions, as described earlier in this section of the Community Analysis.

THE PUBLIC LIBRARY'S ROLE: INFORMATION SERVICES TO GOVERNMENT AND INFORMATION TO CITIZENS ABOUT GOVERNMENT

Having hundreds of governmental departments and offices located in Wake County is both beneficial and confusing to Wake County residents. Often, services which citizens need are available, but many new and long-time residents do not know how to locate these services. Learning eligibility requirements, policies and procedures complicates the process of obtaining services. Governmental employees and other agency personnel suffer from the same confusion. As a result, some citizens never obtain services, and sometimes government departments duplicate services.

Ironically, although Wake County Information and Referral Center lost most of its funding and personnel during 1978 after 7 years, the need for the Center seems to be greater than ever. Public libraries and other agencies in more than 15 counties have information and referral services, and others have considered starting "I&R" Centers. Both Care-Line in the N. C. Department of Human Resources and the N. C. Governor's Office of Citizen Affairs assist citizens in negotiating the "red tape" of state government and welcome the development of community resource, information and referral, and voluntary action centers.

Wake County Information and Referral Center encourages local agencies and organizations to visit the Center, use its files, and talk with staff before setting up their own resource files and compiling specialized directories. The Center's Help directory is used by government offices at all levels, as well as by other agencies and private citizens. In addition, the Center has provided consultation in person, by telephone and by letter to agencies in other cities and states.

The headquarters Reference Department's telephone and walk-in service, government documents, ready reference materials collection are also used by government personnel. However, the public library system needs to publicize its materials and services more widely and frequently both to government and to citizens. The State Library serves state employees but Wake County Public Libraries offers leisure reading, information and programs.

Wake County Public Libraries used to operate the Raleigh Municipal Library but no longer does so.

The Wake County I&R Center distributes literature from governmental agencies to the public through the 16 facilities of the public library system.

The Technical Services Department still catalogs books for the Area Mental Health alcoholism and mental health collections.

Reference Department and I&R Center employees also direct citizens to other libraries and subject collections in the community. Professional reference collections in some agencies are not always available to callers and visitors, but the Help directory lists libraries and special collections in government offices, other agencies, and organizations which are accessible to the public. (See section in Community Analysis on this topic.)

EDUCATION

The Wake County Public School System was merged into a unified school system on July 1, 1976 when the Raleigh and Wake County public school systems were merged by an Act of the North Carolina General Assembly. The governing authority for the system is an elected nine-member board. Each member is elected only by the constituents within his district. The term is four years. The school board appoints the Superintendent who is the chief administrative officer of the system.

The system operates with revenue from three principal sources. Approximately 56% of its budget is derived from State funds, 38% from local funds, and 6% from Federal funds. The fiscal year 1978-1979 budget is 90 million dollars.

The Wake County School Board does not have the power to levy taxes. The Wake County Commissioners are responsible for appropriating local funds. These funds are used primarily for hiring additional personnel, supplementing state salaries, maintenance and operation of buildings and grounds, and building new and upgrading existing facilities. The Board of County Commissioners collects a local option one cent sales tax levy to construct school facilities, and to renovate existing buildings.

The system enrolls approximately 55,000 students. It employs 3,000 teachers, counselors, and librarians. There are another

1,200 non-classroom personnel. There are 82 schools including 12 senior high schools, 16 intermediate schools, and 54 elementary schools. Maximum class size is mandated by the State of North Carolina with a legal pupil teacher ratio of 28/1 in kindergarten, 26/1 in grades 1-3, 33/1 in grades 4-6. In grades 7-9 teachers may not have more than 180 pupil contacts per day. Grades 10-12 may not have more than 150 pupil contacts per day.

WAKE COUNTY
PUBLIC SCHOOL ENROLLMENT

Note: does not include special education

School Year	Elementary (K-6) Final ADM*	Intermediate (7-9) Final ADM*	Secondary (10-12) Final ADM*	Total Final ADM*
1970-71	26,396	12,652	10,413	49,461
1971-72	25,862	12,719	10,676	49,257
1972-73	25,604	13,082	10,824	49,510
1973-74	26,180	13,380	11,127	50,687
1974-75	26,431	13,778	11,350	51,559
1975-76	27,178	13,936	11,878	52,992
1976-77	28,707	13,960	12,179	54,846
1977-78	28,610	13,497	12,514	54,621

* Average Daily Membership-the aggregate number of students on the class roll for the nine school months, divided by the actual number of days school was in session during the academic year.

SOURCE: N. C. Department of Public Education, Department of Public Instruction, Division of Statistics.

The basic grade pattern of the school system is changing. It has been 6-3-3, elementary, junior, and senior high schools. This is being phased out by the system which is gradually converting to K-5, 6-8, and 9-12. This integrates the kindergarten program into the school and adopts the concept of a "middle" rather than a "junior high" school. The kindergarten program is sponsored by the state. To be eligible children must be five years old on or before October 16.

In addition to traditional classroom instruction, Wake County provides unique educational services in all cases of exceptionality for students between the ages of 5 and 18. Instructional options are available for trainable and educable mentally retarded, emotionally disturbed, hearing impaired, learning disabled, autistic, orthopedically impaired, homebound, hospitalized, and institutionalized persons. Enrichment opportunities for gifted and talented students are offered at all grade levels and also in three Gifted and Talented Magnet schools serving grades 4-8. For students between the ages of 16-19 who have dropped out of school or for whom the day school schedule is not feasible, there are three optional schools. The schools offer three hours of instruction per night and are an alternative to regular degree programs.

Wake County is establishing a community school program. The Athens Drive High School was designed for both school and community use. The school system is offering adult interest courses in them at night. Other agencies and institutions use the school facility to conduct their programs and activities. The school system hopes to create expanded opportunities for sharing facilities at more locations.

WAKE COUNTY PLANNING AREAS

SCHOOL SYSTEM

PLANNING AREA A

HIGH SCHOOLS

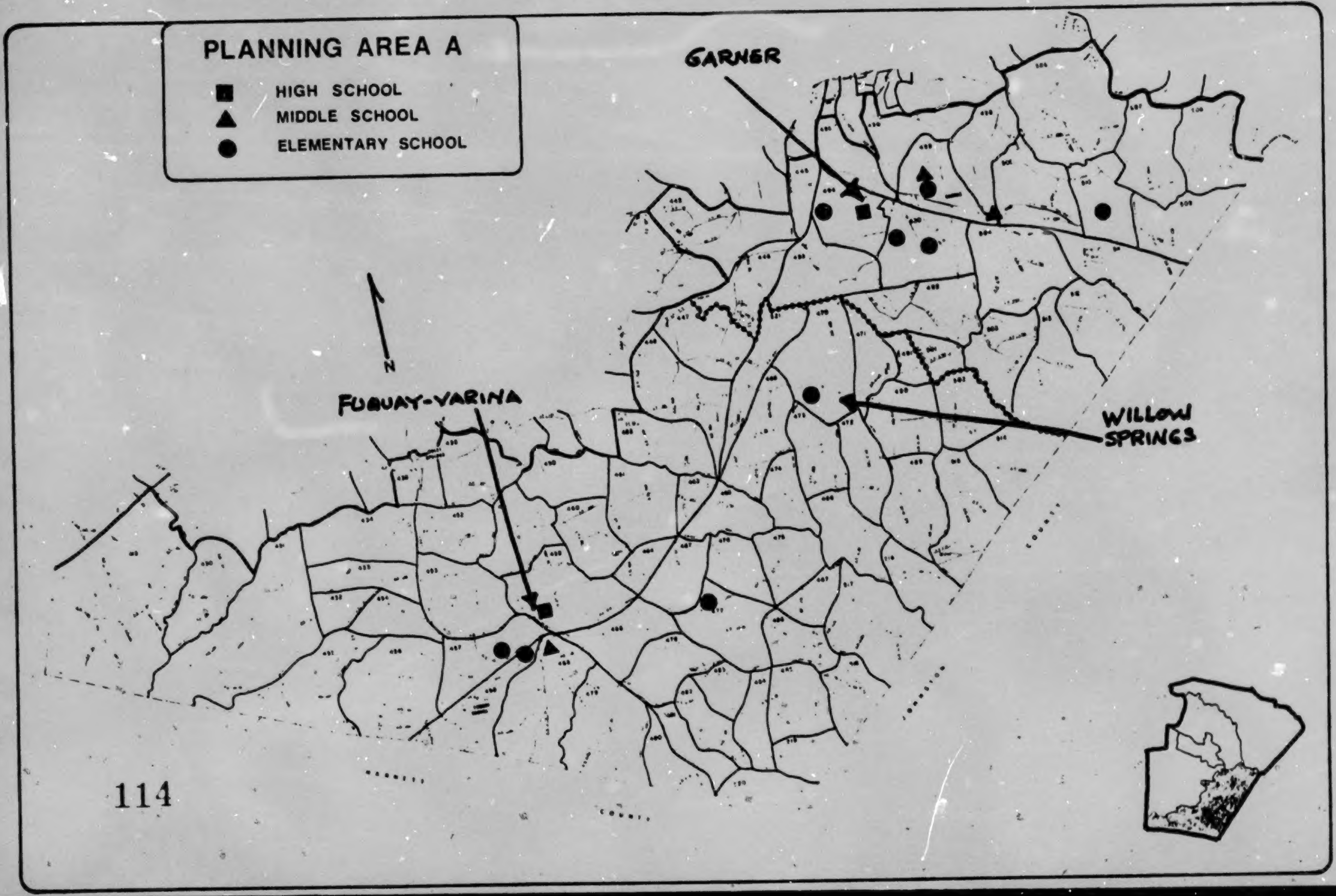
FUQUAY-VARINA
GARNER

JUNIOR HIGH SCHOOLS

EAST GARNER
FUQUAY-VARINA
NORTH GARNER

ELEMENTARY SCHOOLS

AVERSBORO
FUQUAY-VARINA
GARNER
LINCOLN HEIGHTS
MT. AUBURN
SMITH
VANCE
VANDORA SPRINGS
WILLOW SPRINGS


PLANNING AREA A
■ HIGH SCHOOL
▲ MIDDLE SCHOOL
● ELEMENTARY SCHOOL
GARNER
N
FUQUAY-VARINA
WILLOW SPRINGS

PLANNING AREA B

HIGH SCHOOLS

APEX
ATHENS DRIVE
CARY

JUNIOR HIGH SCHOOLS

APEX MIDDLE
EAST CARY
WEST CARY

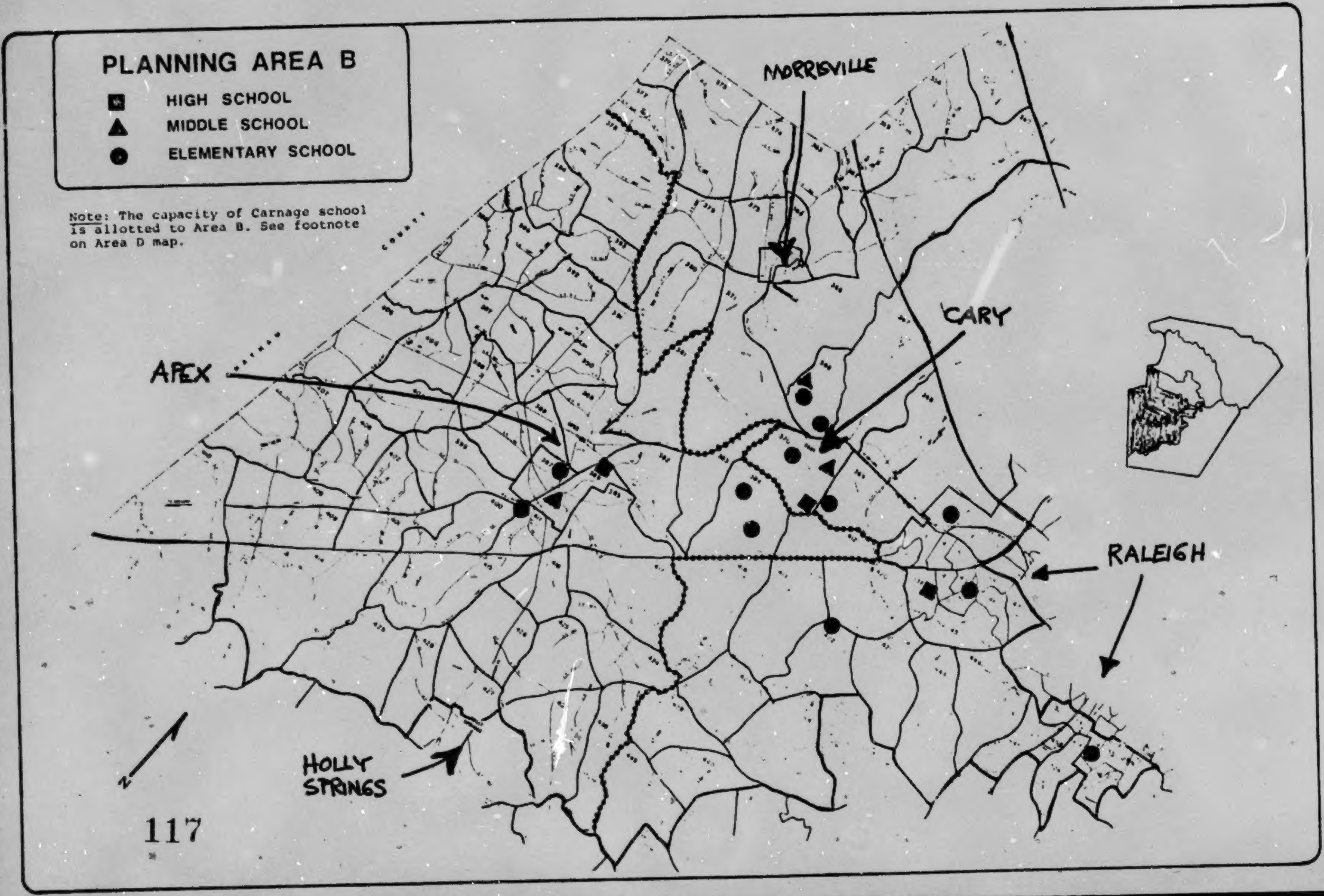
ELEMENTARY SCHOOLS

ADAMS
APEX
BAUCOM
BRIARCLIFF
CARY
COMBS
FARMINGTON WOODS
FULLER
KINGSWOOD
MT. VERNON
NORTHWOODS
SWIFT CREEK

PLANNING AREA B

■ HIGH SCHOOL
▲ MIDDLE SCHOOL
● ELEMENTARY SCHOOL

Note: The capacity of Carnage school is allotted to Area B. See footnote on Area D map.


MORRISVILLE
CARY
APEX
RALEIGH
HOLLY SPRINGS
N
COUNTY

PLANNING AREA C

HIGH SCHOOLS

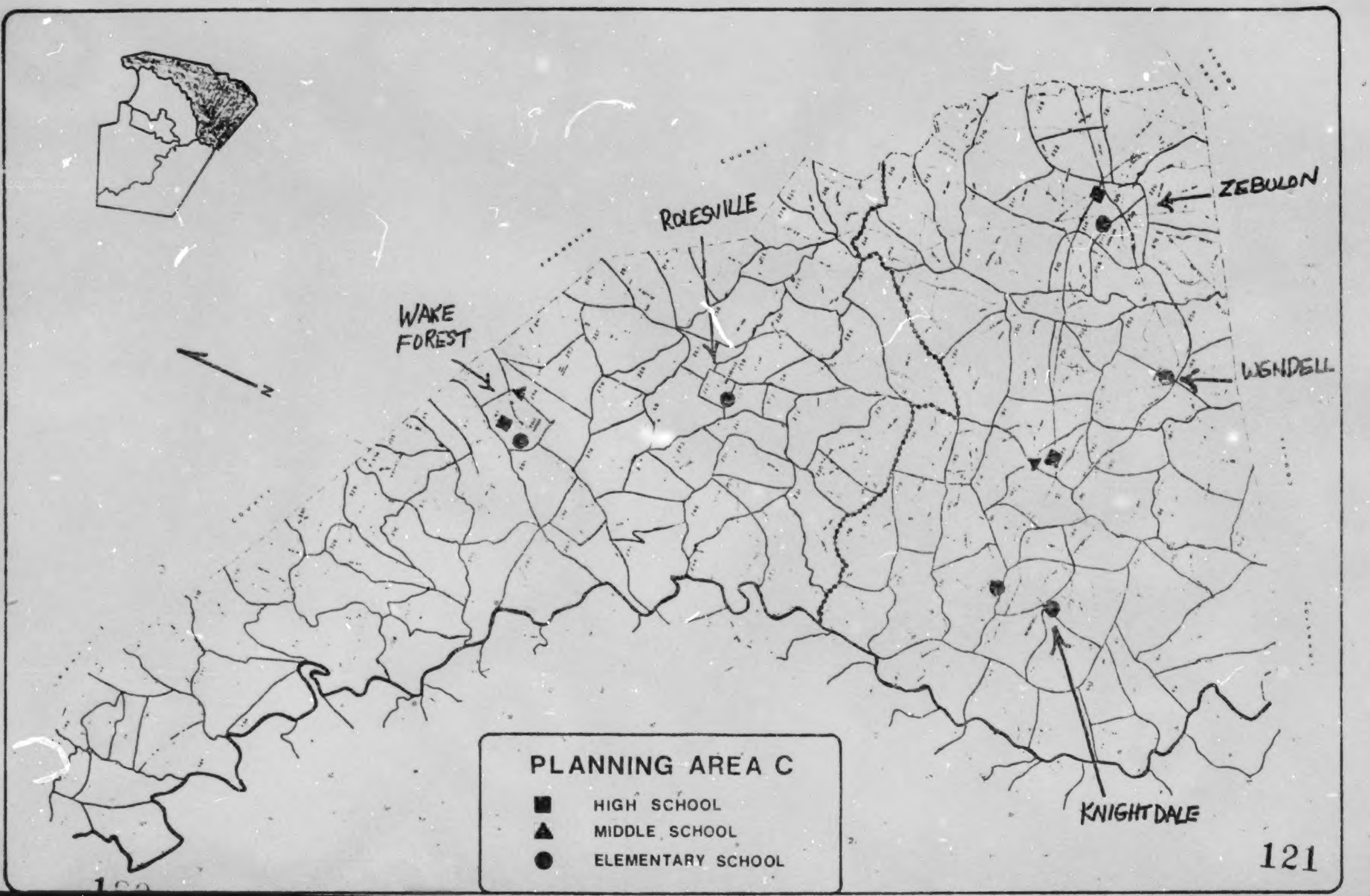
EAST WAKE
W. F.-ROLESVILLE
ZEBULON HIGH

JUNIOR HIGH SCHOOLS

W. F.-ROLESVILLE MID.
WHITLEY MIDDLE

ELEMENTARY SCHOOLS

KNIGHTDALE
LOCKHART
ROLESVILLE
WAKE FOREST
WENDELL-CARVER
ZEBULON


ZEBULON
ROLESVILLE
WAKE FOREST
WENDELL
KNIGHTDALE
N
PLANNING AREA C
■ HIGH SCHOOL
▲ MIDDLE SCHOOL
● ELEMENTARY SCHOOL

PLANNING AREA D

HIGH SCHOOLS

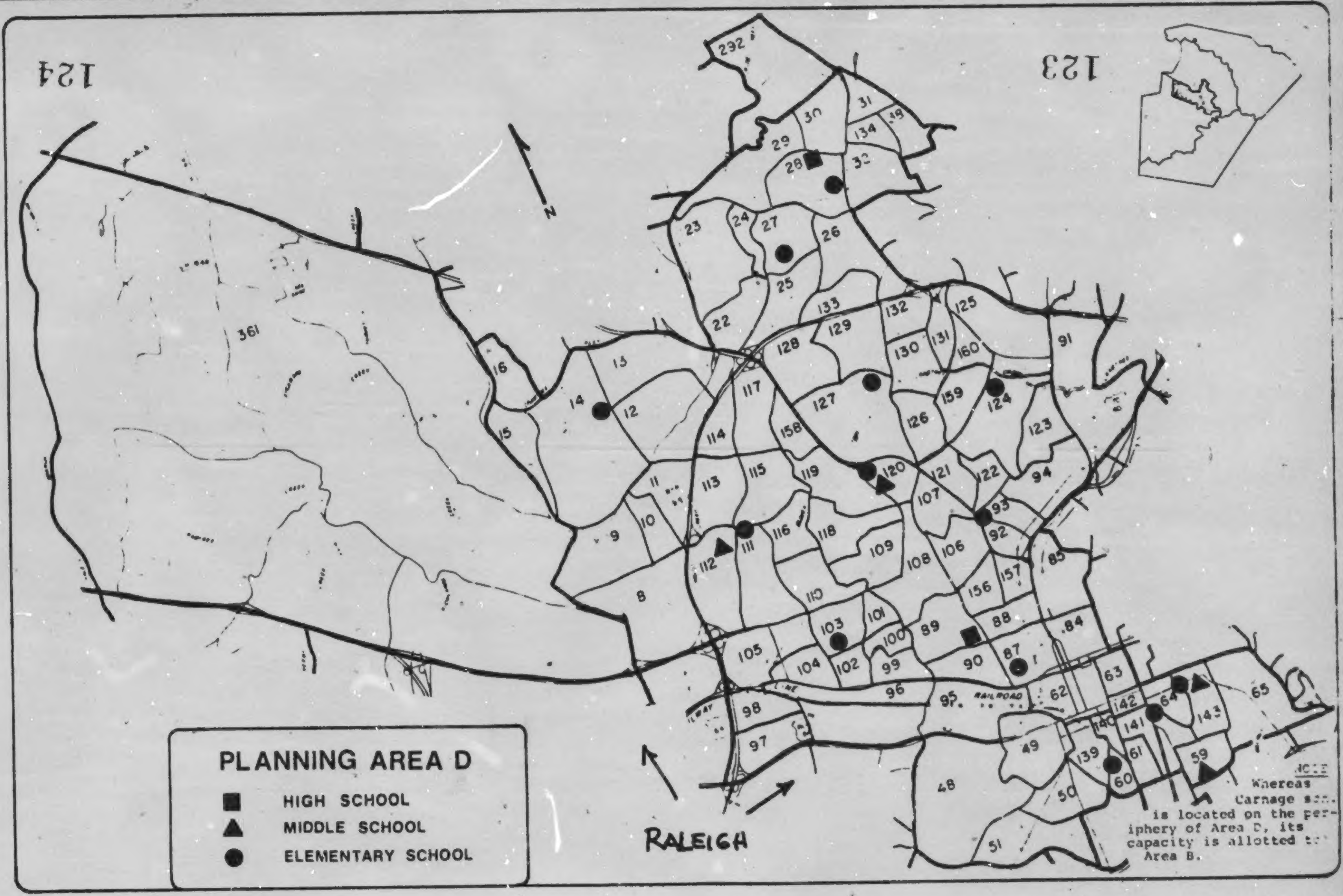
- Broughton
- Sanderson

JUNIOR HIGH SCHOOLS

- Carnage
- Daniels
- Ligon
- Martin

ELEMENTARY SCHOOLS

- Brooks
- Crosby-Garfield
- Green
- Hunter
- Joyner
- Lacy
- Olds
- Root
- Sherwood-Bates
- Stough
- Underwood
- Washington
- Wiley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RAILROAD
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RALEIGH
■ HIGH SCHOOL
▲ MIDDLE SCHOOL
● ELEMENTARY SCHOOL

PLANNING AREA D

NOTE

Whereas Carnage Sch. is located on the periphery of Area D, its capacity is allotted to Area B.

PLANNING AREA E

HIGH SCHOOLS

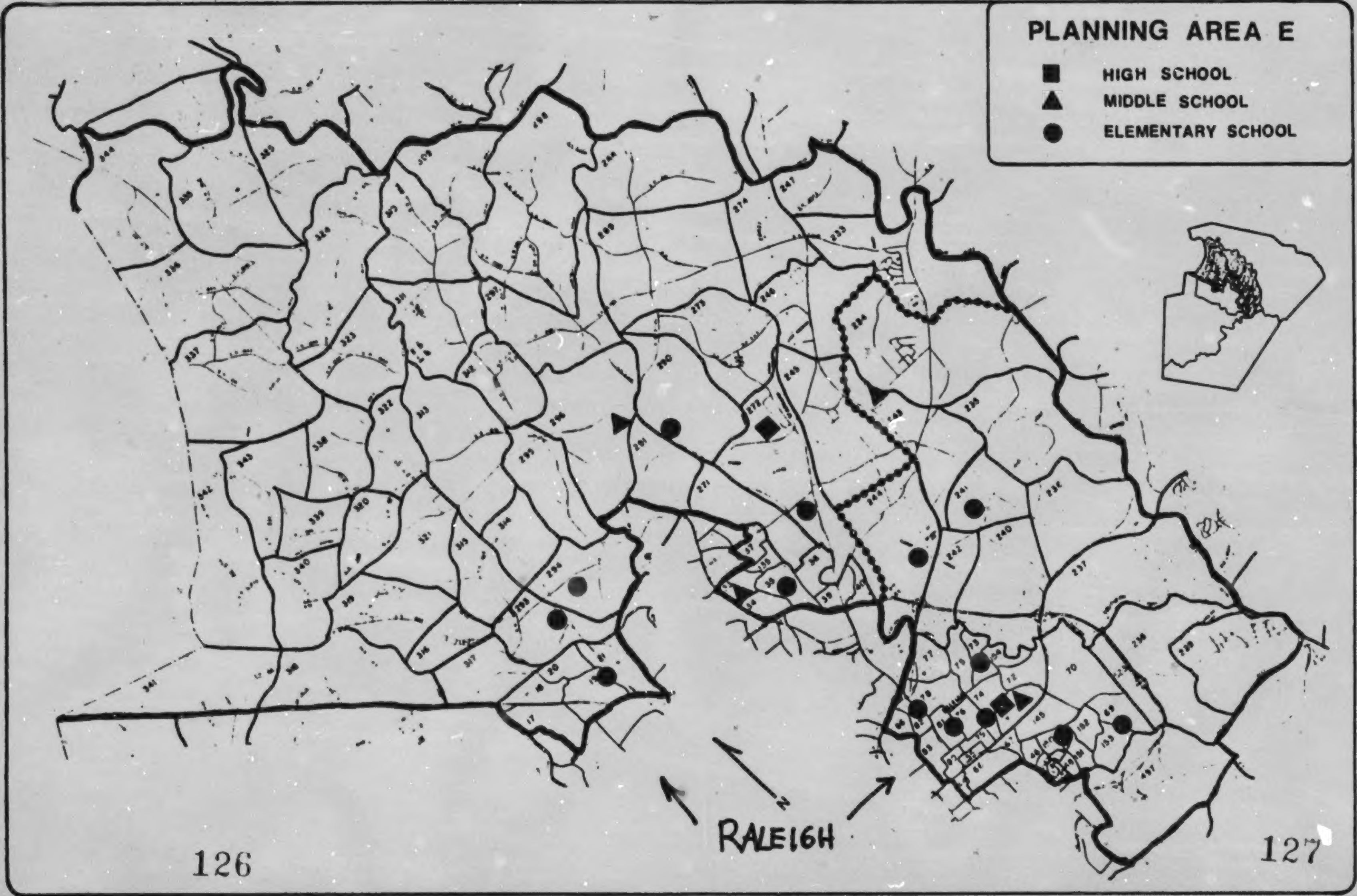
- ENLOE
- MILLBROOK

JUNIOR HIGH SCHOOLS

- AYCOCK
- CARROLL
- EAST MILLBROOK
- WEST MILLBROOK

ELEMENTARY SCHOOLS

- BRENTWOOD
- BUGG
- CONN
- DOUGLAS
- JEFFREY'S GROVE
- LONGVIEW
- LYNN ROAD
- MILLBROOK
- NORTH RIDGE
- PHILLIPS
- POE
- POWELL
- WILBURN
- YORK

PLANNING AREA E
■ HIGH SCHOOL
▲ MIDDLE SCHOOL
● ELEMENTARY SCHOOL
N
RALEIGH

There are many alternatives to public school instruction. There are many preschool and kindergartens operated by different groups, but most are church affiliated. There are seventeen schools offering elementary and/or secondary education.

For students with learning disabilities or physical handicaps, there are many private or publically funded programs. Some examples are the Eastern N. C. School for the Deaf, the Governor Morehead School which serves the blind and the visually impaired, John B. Umstead Hospital, Dorothea Dix Hospital, Howell's School, Shelley School, and the Rehabilitation and Cerebral Palsy Center of Wake County.

Beyond the high school level, there are myriad formal educational programs available. There are a technical institute and eleven private vocational schools which are approved for the enrollment of veterans. Wake Technical Institute is a part of the community college system of North Carolina. It was chartered in 1958 and began classes in 1963. The school is located ten miles south of Raleigh on U. S. Highway 401. The campus consists of 76 acres of land. At present there are seven permanent structures totalling 152,000 square feet on the main campus and 32,151 square feet adjacent to the Wake Medical Center. The facilities are valued at $6,300,000.

The purpose of Wake Technical Institute is to provide specialized occupational education. It is attempting to train people in skills needed by the area's business and industrial concerns. There are four primary emphases in its program: engineering technician education, business education, vocational education, and health occupations education. Annually approximately 500 students finish degree programs, while many others pursue refersher courses. Wake Tech. also is the agency through which adult basic education (ABE) or high school equivalency preparation and testing (GED) is offered.

AREAS OF STUDY

ASSOCIATE DEGREE PROGRAMS

Engineering Related
- Air Conditioning and Refrigeration Technology*
- Architectural Technology
- Automotive Maintenance Technology
- Chemical Technology
- Civil Engineering Technology
- Computer Technology
- Electrical Engineering Technology*
- Electronic Engineering Technology
- Industrial Engineering Technology
- Nuclear Engineering Technology*

Business Related
- Accounting
- Business Administration
- Business Data Processing
- Secretarial Science (Executive, Legal, Medical Options)

Public Service Related
- Police Science Technology
- Library Technology

Health Related
- Associate Degree Nursing
- Medical Laboratory Technology
- Radiologic Technology

DIPLOMA PROGRAMS

- Air Conditioning and Refrigeration Servicing
- Automotive Repair
- Electrical Installation and Maintenance
- Heavy Equipment Repair
- Machine Shop Practices
- Mechanical Drafting
- Operating Room Technician
- Practical Nursing
- Radio and Television Servicing
- Sheet Metal Practices*
- Tool and Die Practices
- Vending Machine Maintenance*

CERTIFICATE PROGRAMS

- Nursing Assistant (Aide and Orderly)
- Practical Plumbing
- Practical Welding

COMMUNITY SERVICES DIVISION

Extension Programs
- Occupational Upgrading Courses
- Management Development Programs
- Fire Service Training
- Related Subjects for Apprentices
- New and Expanding Industry Training
- Law Enforcement Training
- Emergency Medical Service Training

General Adult Education Programs
- Academic Improvement
- Adult High School Diploma Program
- Courses of General Interest

Basic Adult Education Programs
- Grades 0-4 Program
- Grades 5-8 Program

*May be offered fall 1979

Private vocational institutions specialize in one or two fields. Hardbarger Junior College of Business and King's College emphasize business skills. Raleigh School of Data Processing, Troutman's College of Hairstyling, Harris Barber College and Bacon & Company School of Real Estate are examples of other vocational schools.

ASSOCIATE DEGREE PROGRAMS

PROGRAM	INSTITUTIONS AND DEGREES					
	N.C. STATE AGRICULTURAL INSTITUTE	HARDBARGER BUSINESS COLLEGE	KING'S COLLEGE	PEACE COLLEGE	ST. MARY'S COLLEGE	WAKE TECHNICAL INSTITUTE
Accounting		A.A.S.+	A.A.S.+	A.S.Bus.		A.A.S.
Agricultural Equip.Technology	A.A.A.					
Architectural Technology						A.A.S.
Assoc. Degree Nursing						A.A.S.
Business Admin.		A.A.S.+		A.A.		A.A.S.
Business Data Processing						A.A.S.
Chemical Technology						A.A.S.
Civil Engineering Technology						A.A.S.
Computer Technology						A.A.S.
Electrical Engineering Technology						A.A.S.
Electronic Engineering Technology						A.A.S.
Executive Secretarial Program		A.A.S.+		A.S.BUS.		A.A.S.
Fashion Merchandising			A.A.S.			
Field Crops. Tech.	A.A.A.					
Flower & Nursery Crops Technology	A.A.A.					
Food Processing Dist. and Service	A.A.A.					
General Agriculture	A.A.A.					
Industrial Engineering Technology						A.A.S.
Legal Secretarial						A.A.S.

ASSOCIATE DEGREE PROGRAMS

PROGRAM	INSTITUTIONS AND DEGREES					
	N.C.STATE AGRIC. INST.	HARDBARGER BUS.COLL.	KING'S COLLEGE	PEACE COLLEGE	ST. MARY'S COLLEGE	WAKE TECHNICAL INSTITUTE
Liberal Arts				A.A.	A.A.	
Home Econ. Special.				A.A.		
Bus. Ed. Special.				A.A.		
Bus. Administration Specialization				A.A.		
Pre-Nursing Special.				A.A.		
Pre-Medical Special.				A.A.		
Music Specialization				A.A.		
Phys. Ed. Special				A.A.		
Library Technology						A.A.S.
Livestock Management and Technology	A.A.A.					
Management			A.A.S.+			
Medical Secretary		A.A.S.+				A.A.S.
Pest Control	A.A.A.					
Police Science Technology						A.A.S.
Secretarial Science			A.A.S.	A.S.Bus		A.A.S.
Soil Management	A.A.A.					
Turfgrass Management	A.A.A.					

A.A. - Associate of Arts
A.S. - Associate of Science
A.A.S. - Associate in Applied Agriculture
A.A.S. - Associate in Applied Science
+ - Degree programs offered in evening

For higher education Wake County has seven colleges and universities which enroll approximately 25,000 students. The institutions are Meredith College, North Carolina State University, Peace College, St. Augustine's College, St. Mary's College, Shaw University, and Southeastern Baptist Theological Seminary. Also in the Triangle area are Duke University, Durham Technical Institute, North Carolina Central University, Campbell College, and the University of North Carolina at Chapel Hill. Among these institutions a resident may obtain virtually any undergraduate, graduate, or post-graduate education he may desire.

NON - DEGREE VOCATIONAL TRAINING PROGRAMS

Name of Program	Length of Program (Number of months)		Institution
	Day	Evening	
BARBER PROGRAM	8	-	Harris Barber College
BUSINESS PROGRAMS			
Airlines - Travel Sec.	12	-	Hardbarger Business College
Fashion Secretarial	12	-	
Legal Secretarial	12	-	
Junior Accounting	12	-	"
General Business	9	-	"
Office Assistant	9	-	"
Stenographic	9	-	"
Basic Accounting and Data Processing	9	-	"
Fashion Merchandising	9	-	"
Secretarial-Shorthand (for high school grads. with commercial courses)	8	-	"
Clerical with Key Punch	8	-	"
Bookkeeping	-	9	"
Secretarial	-	9	"
Office Assistant	-	6	"

Program	Length		Institution
	Day	Evening	
Executive Secretarial	15	-	King's College
Legal Secretarial	15	-	"
Medical Secretarial	15	-	"
Junior Accounting	12	-	"
Sec.-Shorthand	12	-	"
Sec. - no shorthand	9	-	"
General Business	9	-	"
Secretarial	9	-	Peace College
Prepatory Secretarial	12	-	Wake Technical Inst.
Fashion Merchandising	9	12	John Robert Powers
Secretarial Skills	9	-	Raleigh Opportunities Industrialization Center
Retail Merchandising & Marketing	10	-	"
CONTRUCTION PROGRAMS			
Pract. Brickmasonry	6	-	Wake Tech
Pract. Carpentry	6	-	"
Practical Plumbing	6	-	"
DATA PROCESSING PROGRAMS			
I.B.M. Data Entry	6wks	12 wks.	Hardbarger Bus. Coll.
Computer Programming with Concepts	9	12,9	Raleigh School of Data Processing
I.B.M. Key Punch and Verifyer	6wks	7 wks.	"
ELECTRICAL-ELECTRONICS PROGRAMS			
Elec. Installation & Maintenance	12	-	Wake Tech
Radio & TV Servicing	12	-	"
HAIRSTYLING			
Beauty Culture	9	14-25	Sherrill's Academy of Hairstyling
Hairstyling	9	-	Troutman's College of Hairstyling
HEALTH OCCUPATIONS			
Radiologic Technology	24	-	Rex Hospital

Program	Length Day	Length Evening	Institution
HEALTH OCCUPATIONS			
Medical Laboratory Asst.	24	-	Wake Tech
Practical Nursing	12	-	"
Operating Room Technician	9	-	"
Nurse Assistant	3	-	"
MECHANICAL-MANUFACTURING OCCUPATIONS			
Air Conditioning and Refrigeration Services	12	-	Wake Tech
Machine Shop Practices	12	-	"
Mechanical Drafting	12	-	"
Tool & Die Practices	12	-	"
Practical Welding	6	-	"
REAL ESTATE PROGRAMS			
Real Estate	-	5½ wks.	Bacon & Company
Real Estate	-	6 wks.	Deaver Institute
Prelicensing	-	6 wks.	Raleigh Inst. of Realty
Real Estate Operations	-	5 wks.	"
Real Estate Salesmanship	-	4 wks.	"
Principles of Real Estate	-	11 wks.	Wake Tech
TRANSPORTATION PROGRAMS			
Automotive Repair	12	-	Wake Tech
Heavy Equip. Repair	12	-	"

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COOPERATING RALEIGH COLLEGES
UNDERGRADUATE DEGREES/OPTIONS LISTED BY DISCIPLINES

Discipline Speciality	Institutions and Degrees			
	NCSU	SAINT AUGUSTINE'S	MEREDITH	SHAW
Accounting	BA	BA		BA
Aerospace Engineering	BS			
Afro-American Studies		BA		
Agricultural Economics	BS			
Agricultural Education	BS			
Agronomy	BS			
American Civilization			BA	
Animal Science	BS			
Architecture (Environmental Design in Architecture)	1			
Art			BA	
Art Education			BA Option	
Behavioral Sciences				BA
Biochemistry Option	BS in Bio Sci			
Biological & Agricultural Engineering	BS			
Biological Sciences	BS			
Biology		BS	BA or BS	BS
Botany	BS			
Business Administration		BS (9)	BS	BA
Business Education		BS (9)	BS Option	
Business Management	BA	BS (9)	BS Option	
Business Management & Economics			BS Option	
Chemical Engineering	BS			BS (NCSU)
Chemistry	BA, BS	BS	BA or BS	BS
Civil Engineering	BS			BS (NCSU)
Civil Engineering, Const. Option	BS			BS (NCSU)
Computer Science	BS			BS (NCSU)
Conservation	BS			
Criminal Justice Option	2	BS (10)	BA Option	BA
Crop Science	BS			
Early Childhood Education		BA Option	BA or BS Op	BA
Economics	BA or BS	BS	BA	
Electrical Engineering	BS			BS (NCSU)
Elementary Education		BA	BA or BS Op	BA
Engineering				BA/BS
Engineering Design		BS		
Engineering Operations	BS			BS (NCSU)
* Engineering Science & Mechanics	BS			BS (NCSU)
English	BA or BS	BA	BA	BA
English, Teacher Education Op.	BA in Eng	BA	BA Option	BA
Entomology	BS			
Environmental Science				
Fisheries & Marine Biology Option	BS in Zoo.			
Food Science	BS			
Forestry	BS			BS (NCSU)
French		BA	BA	
French Lang. & Literature	BA		BA	
French Lang. & Literature, Teacher Education Option	BA in French Lang & Lit		BA	

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* Phasing Out

Discipline Speciality	Institutions and Degrees			
	NCSU	SAINT AUGUSTINE'S	MEREDITH	SHAW
French Teacher Education		BA	BA Option	
Furniture Manufacturing & Management	BS			
Geology	BA or BS			
Health & Physical Education		BS		BS
History	BA or BS		BA	BA
History & Government		BA		
Home Economics			BA or BS	
Home Economics Education			BA or BS Op	
Horticultural Sciences	BS			
Human Resource Development Op.	BA in Psy.			
Individualized Study Program in Agriculture & Life Sciences	BS			
Industrial Arts Education	BS			
Industrial Engineering	BS			BS (NCSU)
Industrial Hygiene & Safety		BS		
Industrial Production		BS		
Intermediate Education		BS or BA Op	BA or BS Op	BA
International Studies				BA
Landscape Architecture	1			
Materials Engineering	BS			
Mathematics	BS	BS	BA or BS	BS
Mathematics Education	BS	BS Op.	BA or BS Op	BS
Mechanical Engineering	BS			BS (NCSU)
Medical Technology	BS	BS		
Meteorology	BS			
Microbiology Option	BS			
Multi-Disciplinary Major in Liberal Arts	BA			BA
Music		BA	BA	BA
Music--Applied		BA	BM	
Music--Education		BA	BM	BA
* Natural Resource Recreation Management	BS			
Non-Western Civilization			BA	
Nuclear Engineering	BS			BS (NCSU)
Nutrition Option	3			
Pest Management for Crop Protection	BS			
Philosophy	BA or BS			
Physics	BS	BS		BS (NCSU)
Political Science	BA/BS		BA	
Poultry Science	BS			
Pre-Dental & Pre-Medical	4	BS	Option	
Pre-Engineering		BS	Option	
Pre-Law			Option	
Pre-Nursing		BS	Option	
Pre-Pharmacy		BS	Option	
Pre-Physical Therapy		BS	Option	
Pre-Veterinary Option	5		Option	

* Phasing Out

Discipline Speciality	Institutions and Degrees			
	NCSU	SAINT AUGUSTINE'S	MEREDITH	SHAW
Product Design	1			
Psychology	BA	BA	BA	BA (8)
Public Administration				BA
Pulp & Paper Science & Technology	BS			BS (NCSU)
Radio-TV-Film				BA
* Recreation & Park Administration	BS			BS
Recreation Resources Admn.	BS			
Religion			BA	
Rural Sociology	BS			
Science Education	BS (6)	BS OP	BA or BS Op	
* Secondary Education	OP BS (ED)		BA or BS Op	BA/BS
Social Studies, Education Option	7	BA Option	BA Op	
Social Work	Bach. of		BA or BS Op	
Sociology	BA		BA	BA (8)
Sociology & Social Welfare		BA	BA or BS OP	
Soil Science	BS			
Spanish			BA	
Spanish Lang. & Literature	BA		BA	
Spanish Lang. & Literature, Teacher Education Option	BA in Spa Lang & Lit		BA	
Spanish, Teacher Education Op.			BA OP	
Speech-Communication	BA			
** Speech-Communication Teacher Education Option	BA in Sp. Commun.			
Speech Pathology & Audiology				BS
Statistics	BS			
Technical Education	BS			
Textile Chemistry	BS			
* Textile Technology	BS			
Textiles	BS			
Textile Management	BS			
Textile Science	BS			
Theater			Minor	BA
Urban Planning				BA
Urban Politics				BA
Visual Design Option	1			
Vocational Industrial Education	BS			
Wildlife Biology	BS			
Wood Science & Technology	BS			
Writing-Editing Option	BA in Eng			
Zoology	BS			

* Phasing Out
** Will be phased out by 6/30/78

Persons wishing to pursue special interest classes, enrichment classes, or workshops, numerous organizations offer such programs. Public and private agencies and organizations offer classes to the general public. Agencies include parks and recreation departments, YWCA's, YMCA's, the Women's Center of Raleigh, the Agricultural Extension Department, Theater in the Park, the Raleigh Literacy Council, the North Carolina Wildlife Association, the colleges and universities, Carolina Sex Forum, and others.

OTHER LIBRARIES AND INFORMATION AGENCIES

Library resources available within Wake County and the surrounding Triangle J Region are the finest in the southeast. In addition to libraries associated with educational institutions, there are sizeable technical research collections associated with several government agencies and many corporate facilities in the area.

There are research and university collections at North Carolina State University in Raleigh, North Carolina Central University and Duke University in Durham, and the University of North Carolina at Chapel Hill in Chapel Hill. The combined book collections approximate five million volumes and thousands of serial titles. Each library has numerous special collections, as well as major professional libraries in medicine at Duke and UNC-CH and law at UNC-CH and NCCU.

The university libraries do not have an open door policy for the general public. However, they are extremely cooperative in accepting referrals from the public library for adults who need to use materials in the library. They are also cooperative with the interlibrary loan program.

Within the area there are a number of senior and junior colleges. Within Raleigh are Meredith College, St. Augustine's College, and Shaw University while in Buies Creek in Harnett County is Campbell College. Both St. Augustine's and Shaw are traditionally black institutions with special collections of Afro-American material. Campbell College has a recently accredited law school and is building a legal collection. Junior colleges or technical institutes are St. Mary's College, Peace College, Wake Technical Institute and Durham Technical Institute.

A major educational resource is the Wake County school system. There are 84 schools in operation within the county. Each school has a media center, and virtually all centers meet Southern Association accrediting standards. Most schools have no after school hours but some are open for a morning or afternoon in the summer. Generally, use of the collection is restricted to the faculty and students of the institutions.

Special libraries abound in the area. They have governmental, educational, or industrial ties. Some of particular interest are the Southeastern Baptist Seminary Library (formerly affiliated with Wake Forest University) in Wake Forest; the North Carolina Art Museum Library, the North Carolina Department of Cultural

Resources Division of State Library, the North Carolina Supreme Court Library in Raleigh; and in Research Triangle Park the many business-industrial collections such as the Research Triangle Institute Technical Library, the Monsanto TPDCI Library, and the National Institute of Environmental Health Sciences Library.

In addition to libraries listed in the American Library Directory, the Wake County Information and Referral Center has located libraries which are not included. These facilities are listed in the 5th edition of the HELP directory. Many of these collections are not for loan, but may be used by the general public. Examples include the Genealogical Library of the Church of Jesus Christ of the Latter Day Saints, Drug Action of Wake County, the Rape Crisis Center of Wake County, the Raleigh LaLeche League, the Alcohol Information Center, and the Developmental Information Agency.

The most sophisticated information and referral agency in the county is the Wake County Information and Referral Center of the Wake County Public Library system. Other groups are providing more specialized I&R services. Crisis intervention centers include Hopeline, which provides 24-hour service. It offers counseling for mental and emotional problems, drug abuse, rape, family counseling, and suicide problems. The Rape Crisis Center of Raleigh provides specialized crisis intervention services. Care-Line is a statewide information and referral service which provides guidance to agencies and organizations in North Carolina offering social, health, educational, employment and other human services. For additional government information, one may contact the Federal Information Center, the Research and Information Office at the City of Raleigh, or town clerks of the various municipalities. There are several radio or TV interview/information programs, such as Ask Your Neighbor on WPTF radio. The HELP directory provides complete listings for community I&R agencies.

MEETING FACILITIES

Wake County has a variety of meeting spaces available, although most are in urban areas. A list of this nature can provide suggestions and ideas, but cannot guarantee the availability of all types of facilities to every kind of group. Groups seeking meeting rooms have to investigate policies, fees and schedules for each location to every kind of group.

Public Buildings in Wake County with rooms for meetings and programs include town halls (e.g., Cary, Wake Forest, Jordan Hall in Cary, Raleigh Civic Center Complex, Raleigh Parks and Recreation Department, community centers, Mordecai House, the Wake County Courthouse, and the public schools - particularly where the Community Schools programs are held.) In addition, the following Wake County Public Libraries branches have meeting rooms available, with different policies for use depending on the municipalities where the branch libraries are located: Apex, Cary, Garner, Knightdale, North Hills and Richard B. Harrison.

Colleges and Universities - Meredith College campus and the McKimmon

Center at N. C. State University are two of the major educational institutions with meeting and conference facilities.

Churches and Church-Related Schools and Facilities - Conferences and retreats are held at several camps and conference centers in North Carolina with religious affiliations (e.g., Camp Oak Hill).

Also available are local buildings such as the Salvation Army Community Center and church-sponsored such as Ravenscroft.

At least 20 large churches in Wake County - primarily in Raleigh - allow agencies and organizations to operate programs or hold meetings in their buildings. Examples are: White Memorial Presbyterian Church, Our Savior Lutheran, Hudson Memorial Presbyterian, Friend's Meeting House, Christ Episcopal, Edenton Street United Methodist, Community United Church of Christ, West Raleigh Presbyterian, Hillyer Memorial Christian, Unitarian Universalist Fellowship, and Holy Trinity Lutheran.

Rural Areas - Churches, schools and clubhouses (Ruritan, VFW, etc.) provide the major meeting places in rural communities.

Nonprofit Organizations, Commercial Facilities, etc. - Meetings, workshops and public forums are frequently held in the Wake County Council on Aging auditorium, the Woman's Club Building, the Women's Center of Raleigh, the YWCA, and the YMCA.

Local groups have also scheduled meetings and programs in the following locations: Chambers of Commerce (e.g., Raleigh), WRAL-TV auditorium, the K&W Cafeterias, department stores (e.g., Thalhimers, Sears), shopping center community rooms (Crabtree Valley), and hotels and motels (e.g., Holiday Inn, Sheraton, Ramada Inn, Hilton, and Governor's Inn).

PART III

WAKE COUNTY:

LIBRARY ORGANIZATION, RESOURCES, AND SERVICES

WAKE COUNTY: LIBRARY ORGANIZATION AND RESOURCES

LIBRARY HISTORY

The first public library in Raleigh and Wake County was the Olivia Raney Library which was founded as a public library by Richard Beverly Raney as a memorial to his first wife, Olivia Cowper Raney. It was chartered by the North Carolina General Assembly of 1899 to serve the white citizens of the City of Raleigh, North Carolina. In 1927 by an amendment to this charter, the services were extended to the white citizens of the whole of Wake County.

Service to the public began in January, 1901, in a building erected by Mr. Raney on the corner of Hillsborough and Salisbury Streets in Raleigh. The Raleigh Board of Aldermen voted its first appropriation to the library a year later, and succeeding city governments have continued to support the library. The first county appropriation was made in June, 1926, when county service was inaugurated. The library has received State and Federal aid as well.

The Richard B. Harrison Library was opened on November 12, 1935 to serve the black citizens of Raleigh and Wake County. Bookmobile service was inaugurated in 1942 as a result of State aid which began in 1941. The Olivia Raney and Richard Harrison Libraries were independently governed although both received funds from the same appropriating bodies. Independent municipal libraries were established in Apex, Fuquay-Varina, Wake Forest, Cary, Wendell and Zebulon during the decade beginning in 1950. The Raleigh Junior Chamber of Commerce initiated a study of library service and resources in Wake County which was done by the American Library Association. It was recommended that one library system, funded by the county, should serve all citizens with a headquarters in the City of Raleigh and branches in several municipalities of the county. As a result of the American Library Association report which was published in 1960, a bond issue was held in the city for three library buildings. The bond issue passed. A tax vote to support the library, county-wide, failed. The bond issue produced the existing Olivia Raney Library in the first block of Fayetteville Street below the capitol, and the new Richard B. Harrison Library on New Bern Avenue in east Raleigh. In 1965, the Richard B. Harrison and Olivia Raney Library Boards were merged into one, a 22 member, self-appointed Board called the Olivia Raney Library, Inc.

The first director of the combined Olivia Raney and Richard Harrison Libraries was appointed in July, 1966 with the charge of merging those two libraries and working toward the time when all libraries in Wake County would be under one administrative unit. A subsequent tax vote in 1967 to fund the county-wide system failed. The State Constitution was changed in 1972 making it possible for counties and municipalities to fund libraries without a tax vote.

In 1970, the Wake County Commissioners adopted a resolution which provided the basis for forming a county library system. From that resolution a contract was developed which structured the way in which the system would operate. During the first year the Olivia Raney Library, Inc. governed the library, but in 1971 it divorced itself from that role and concerned itself solely with the management of the Olivia Raney Trust Fund.

This organization of the library system, as provided by the resolution and contract, lasted from 1970-1977. The library system operated as a public authority under the Wake County Public Libraries Board of Trustees. The trustees were a statuatory board under provisions in the North Carolina statutes. The Library Board was the policy making body for the system. It had six members appointed for six-year terms by the County Commissioners.

Each town had a library board. Some of the boards were statuatory, some were advisory, some were non-profit, private corporations, and until 1975 Raleigh had no board. These boards were charged with various responsibilities by the towns. However, in signing the contract for library services with the County Library Board, their primary role became that of spokesman for those needs funded locally for that town. They presented those needs in the form of budgetary requests to Town Councils and were instrumental in improving staffing, facilities, and services at the local level.

The contract provided that county government would fund certain items and the local government would fund other items. Essentially Wake County provided library materials, administrative staff, technical services, specialist personnel in the areas of extension and children's services, and items like telephones and messenger services. At the municipal level, the towns funded facilities, personnel who worked only at the local level, operating costs of facilities, and furnishings for facilities.

Administratively, the multifunded system functioned as a single unit. There was a unified personnel system over which the director had control, a budget administered by the system, and policy decisions vested in the Library Board. As in any multifunded endeavor, conduct of the library system business was complicated by the amount of time needed to administer the system which had ten boards, ten budgets, ten local governments, and over 100 trustees.

The years from 1970-1977 were full of growth for the system. In 1970 only two libraries in the county had been receiving funding of any substance from government - the Olivia Raney and the R. B. Harrison Libraries. In other areas, libraries were receiving funding through volunteer organizations. Collections, facilities, and staff were woefully inadequate.

In seven years five new library branches were opened - Cameron Village (10-74), Glenwood Towers (11-71), Knightdale (9-71), North Hills (7-70), and South Raleigh (1-73). Due to the proliferation of library branches and the need for replacement of both vehicles, the bookmobile service was ended in February, 1973. Apex and Wake Forest renovated structures purchased for new sites. Garner (7-75) and Cary (10-77) passed bond issues and moved into new facilities. Knightdale moved into a new facility in March, 1978. Fuquay-Varina and Zebulon renovated library interiors. Wendell has embarked upon plans for renovation of its facility. In all of these projects, the Olivia Raney Library, Inc. has furnished most of the libraries.

Early information on staff hours is not always available, but currently the library is employing 99 paraprofessional FTE (excluding custodial hours) and 18 professional FTE. It is safe to say that the library staff has doubled in the past nine years.

In 1976 questions began to be raised concerning positions which were being funded by the City of Raleigh at the headquartets library, the Olivia Raney Library. The Raleigh Advisory Library Board identified 22 positions which it felt were performing work supportive of the entire library system. The positions were in the Audiovisual, Reference, REserves, and Wake Information and Referral Center units. The county agreed to fund thirteen of twenty-two positions. The audiovisual and reference staffs were reduced by half. Services and service hours were reduced and never regained.

This action led to the proposal that the library become a line department of county government and that new contracts be negotiated with each town between the County Commission and town government, rather than between library boards of trustees. In July, 1977, the library became a line department of the county. The director began reporting to the county manager. The county board became the Wake County Library Commission with only an advisory role. The Commission retained six members but terms were reduced to three years.

Disagreement flared concerning new contracts. Different groups advocated several methods of organizational structure. The county commissioners have said that libraries in the county are municipal responsibilities and that the county is assisting the municipalities even though it is not required to do so. To take control away from local government, i.e., town government, would be an error. To date, only Garner has concurred and signed a contract which made employees municipal employees, supervised by the town manager but left policy control with the system's director.

Other towns have said that since library service is for all county residents, that it should be funded by the county. In 1979 the Wake County Mayors' Association requested that the county pick up municipal personnel costs over a five-year period. The county commissioners refused based on the philosophy stated above.

A list of libraries, their locations and hours follows:

APEX PUBLIC LIBRARY - 220 N. Salem St., Apex, N.C. 27502
Mon.-Sat. 10:00-6:00 p.m.

CAMERON VILLAGE LIBRARY, 434 Woodburn Road, Raleigh, N.C. 27605

Monday & Friday	9:00-9:00 p.m.
Tue., Wed., Thur., Sat.	9:00-6:00 p.m.

CARY PUBLIC LIBRARY, 310 S. Academy St., Cary, N.C. 27511

Monday - Thursday	9:00-9:00 p.m.
Friday & Sat.	9:00-5:00 p.m.
Sunday	1:00-5:00 p.m.

CHAVIS HEIGHTS NEIGHBORHOOD LIBRARY, #1 Edgecomb Terrace, Raleigh, N.C. 27601

Monday - Friday	4:00-7:00 p.m.

FUQUAY-VARINA PUBLIC LIBRARY, 107 Woodrow St., Fuquay-Varina, N.C. 27526

Mon., Wed., Thur.	9:30-5:00 p.m.
Tuesday	9:30-8:00 p.m.
Friday	1:00-5:00 p.m.

GARNER PUBLIC LIBRARY, 7th Avenue, Garner, N.C. 27529

Monday - Thursday	9:00-9:00 p.m.
Fri. and Sat.	9:00-5:30 p.m.
Sunday	1:30-5:30 p.m.

GLENWOOD TOWERS NEIGHBORHOOD LIBRARY, 509 Glenwood Ave., Raleigh, N.C. 27603

Monday - Friday	9:00-1:00 p.m.

HALIFAX COURT NEIGHBORHOOD LIBRARY, 947 Wilmington Terr., Raleigh, N.C. 27604

Monday - Friday	2:30-5:30 p.m.

RICHARD B. HARRISON LIBRARY, 1313 New Bern Ave., Raleigh, N.C. 27610

Monday - Thursday	9:00-9:00 p.m.
Friday and Sat.	9:00-5:30 p.m.

KNIGHTDALE PUBLIC LIBRARY, 209 Main St., Knightdale, N.C. 27545

Mon., Thurs., Friday	1:00-6:00 p.m.
Tuesday	10:00-8:00 p.m.
Wednesday	1:00-8:00 p.m.

NORTH HILLS LIBRARY, Lower Mall, North Hills Shopping Center, Raleigh, N.C. 27609

Monday - Friday	9:00-9:00 p.m.
Saturday	9:00-5:30 p.m.

OLIVIA RANEY LIBRARY (Headquarters), 104 Fayetteville St. Mall, Raleigh, N. C. 27601

Monday-Thursday	9:00-9:00 p.m.
Friday and Sat.	9:00-5:30 p.m.
Sunday	1:00-5:30 p.m.

Reference is not staffed on mornings before 11:00 a.m. or on Saturdays

SOUTH RALEIGH LIBRARY, 1614 Proctor Road, Raleigh, N.C. 27610

Mon., Wed., Fri., Sat.	9:00-5:30 p.m.
Tues. & Thurs.	9:00-9:00 p.m.
Sunday	1:30-5:30 p.m.

WAKE FOREST PUBLIC LIBRARY, White Street, Wake Forest, N.C. 27587

Monday-Saturday	10:00-5:00 p.m.
(Except Wednesday - closed all day)	

WENDELL PUBLIC LIBRARY, Buffalo Street, Wendell, N.C. 27591

Monday	2:00-9:00 p.m.
Tue., Wed., Fri., Sat.	2:00-6:00 p.m.
Thursday	9:00-12:00 and 2:00-6:00 p.m.

ZEBULON PUBLIC LIBRARY, 103 Horton St., Zebulon, N.C. 27597

Mon., Tue., Wed., Fri., Sat.	1:30-6:00 p.m.
Thursday	1:30-9:00 p.m.

GOVERNANCE

As can be deduced from the latter sections of library history, the governance of the library system is under dispute among funding bodies. Indeed, various interpretations have been made as to how the system is currently operating.

The Wake County Department of Library, or specifically those sections funded by the county, includes the director, the assistant director, support services, and public service units of young adult, children's, the reference department, extension, and the I&R Center. The director reports to the county manager. The Library Commission is advisory to the director, the county commissioners, and the county manager.

Currently all libraries, with the exception of the Garner Library, are being managed under the guidelines of the 1970-1977 contract. The differences of opinion between town governments and the county commissioners concerning new contracts have not been resolved. There appears to be a standoff between the two parties. It is unfortunate that the decisions being made are based upon politics not upon principles of accepted library organization and management. In such a situation both the patrons and staff of the library system are penalized.

If the library system is forced to operate by the Garner contract guidelines or similar guidelines which make personnel municipal employees and divides policy authority, the library system will not exist. It will return to pre-1970 organization - a federation. The results will ultimately be a loss to the citizens of the county. The library system should operate as a single administrative unit with one funding body.

The Library Commission is operating without by-laws. Upon its formation, the chairman of the commission requested that the county attorney examine the by-laws under which the Board of Trustees operated and that he recommend any necessary changes in them. This has not been done.

The library system does not have a written statement of goals and objectives. The Commission has set an objective of reaching a book budget which would add 1/6 book per capita each year. It is committed to automation. However, the Commission has never studied with the library staff the system as a whole, library standards, and adopted a program of goals and objectives.

This should be done and the goals and objectives should be explained and discussed with the governing body and county management.

FUNDING

The library system is multifunded. The county appropriates money for the Department and disburses it through the office of the county treasurer. The library budget is approximately 1.6% of the operating budget for the county. Monies from the municipalities, with the exception of Garner, are handled by the bookkeeper for the library system. The Garner Library appropriation is handled by the Town of Garner. The county share of the budget is proportioned as follows: 57% personnel, 29% books, and 14% operating costs. The fiscal year is from July 1 - June 30. Some money is available to the library through the Olivia Raney Library, Inc. For the past nine years the Trust has assisted the towns by providing sums of money to furnish or refurnish libraries. It is anticipated that Zebulon and Wendell will be approaching the Trust for funding in the next year.

WAKE COUNTY BUDGET
1978-1979

INCOME

Property Tax	$35,695,000
Sales Tax	6,000,000
6/30 Fund Balance	2,241,693
Revenue Sharing	1,911,534
Other	5,653,343
ABC Revenue	1,300,000
Appropriation Fund Balances from '77-78	6,185,441
TOTAL	$58,987,011

APPROPRIATIONS

Law Enforcement, Emergency Services	$ 3,093,867	5%
Education	31,631,204	54%
Health	4,009,766	7%
Social Services	4,174,469	7%
Parks & Libraries	1,212,377	2% *
Environmental Protection	4,357,175	7%
General Administration	6,609,570	11%
TOTAL	$58,987,011	

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* The library appropriation of $956,377 is 1.6% of the county budget.

PERSONNEL

Due to the unusual way in which the library system is funded, personnel management is a complex matter. Until July 1977, Wake County Public Libraries functioned as a public authority. Although the money came from several different sources, the philosophy of library administration was to function as a system. Since the "system" was officially created only nine years ago (1970), there was much pioneer work to be done as far as writing a staff manual and job descriptions, adopting a uniform pay scale, improving employee benefits, and other personnel needs. With the writing of a staff manual containing personnel policies in 1973-74, systemwide policies were formulated and administered.

With the creation of Wake County Department of Library in July, 1977, those employees paid from county funds became county employees and subject to the Wake County Personnel Ordinance. The rest of the staff who were paid from municipal funds continued to be governed by the policies set forth in the library staff manual. There are some differences in the two documents - one area of difference being the amount of vacation time earned by employees. There is a difference in benefits offered county employees and municipally-funded library employees - a different insurance policy, for example.

Wake County generally adopts the State of North Carolina Salary Scale. While the library system had always recommended to local library boards that their personnel budget requests to town councils be based upon the county pay scale, there remained a great variation in rates of pay from one town to another. In practice, people doing the same work in different libraries were paid at different rates because of different towns' willingness or ability to fund library budget requests. In the fall of 1978, the Wake County Board of Commissioners requested the Local Government Division of the Office of State Personnel to prepare a suggested position classification and pay plan for the positions in the Wake County Library. In March of 1979 the plan was officially presented to the Commissioners for their acceptance. (The document entitled Classification and Pay Plan, Wake County Public Library, Raleigh, North Carolina is available in the library collection.) The county implemented the suggested changes for county employees and recommended that each of the nine municipalities participating in the library system adopt the salary scale and job descriptions contained in the plan. At this time most municipalities have adopted the plan, but its continued use depends upon what resolution is brought to the funding controversy raging between the county and the towns.

With a tightened local job market, turnover in the library system has slowed over the past two years. Professional salaries are more attractive and adequate than paraprofessional salaries although the adoption of the State Classification and Pay Plan has helped. Professional staff leaving the library system generally go on to jobs as directors or assistant directors of other library systems. Wake County Library salaries are now comparable to those of libraries in counties of similar size.

Continuing education and staff training are goals of library administration. The plans of professional staff to conduct training sessions have often had to be set aside to meet day to day job pressures. Attendance at workshops and conferences is certainly encouraged and money granted when possible.

Library staff consists of 18 professionals and 99 full-time equivalent paraprofessionals. This ratio is 15% to 85% as contrasted with the ALA and NCLA Standards of one-third professional to two-thirds paraprofessional. The professionals are based at headquarters rather than the branches. Although the staff has consistently TRIED to do its best to serve the public in Wake County, there are too few library staff members, many of whom need additional training, trying to serve so many new library patrons that the result is often frustration for both staff and library users.

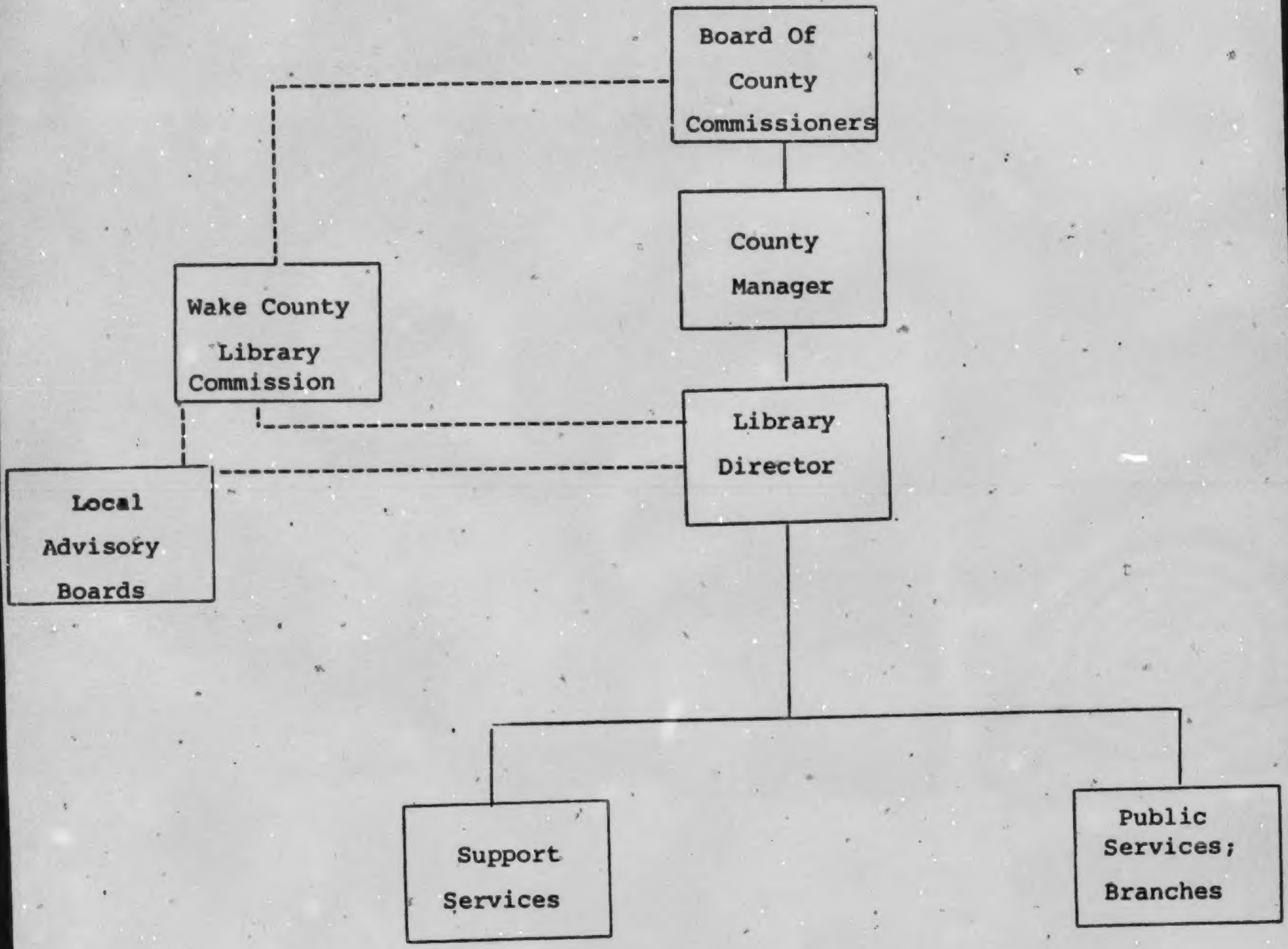
The library system is currently caught in the middle of a philosophical battle between the County Commissioners and the towns of the county. Town managers and mayors point out that the library is a countywide service, and descry double taxation for town residents, while the majority of the County Commissioners stress local pride and emphatically state that libraries are a municipal responsibility. The County Commissioners see themselves as offering a service consisting of books, administration, and reference service to the towns which can avail themselves of these by providing a facility and paying local personnel. The struggle has been going on for the last two years and seems headed for some kind of resolution by July 1, 1979. Until the basic organizational questions are resolved between the county and the towns, no re-evaluation of library structure will be made in terms of service needs. In fact, as far as service is concerned, the only voices raised are those of the staff and patrons. The major concern of governing bodies is "Who will pay for what?"

There is a job evaluation system which the county instituted. The same form is used for everyone from janitors to assistant county managers and is so general and judgmental that its usefulness is limited. The staff hopes to explore the idea of writing job accountabilities for all positions.

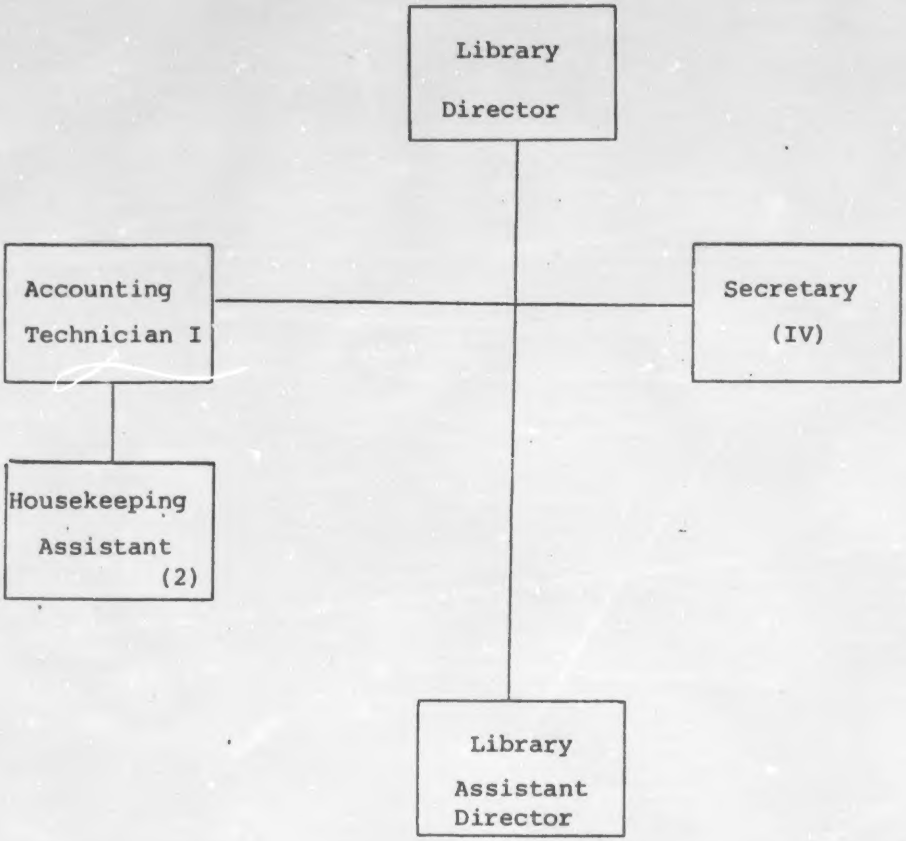
The distribution of staff does not reflect a philosophy of service, but the realities of the funding situation. If the county is paying for professional staff and expressly forbids that staff from being stationed at service points funded by municipalities, there is very little library administration can do until the county philosophy can be changed except to use the people as wisely as possible in non-service point jobs. Currently very little staff time is spent away from the library. The children's librarians and young adult librarian are the staff members who spend the most time in the community. Community contact is a top priority for the Extension Department staff for next year.

It is obvious to the library staff that the most logical arrangement for the library system would be a unified system funded completely by county government with the exception of library buildings and maintenance which would be a local responsibility. For several months it was hoped that a commitment would be made to achieve this model of organization; those hopes were dashed by a clear rejection of the commitment by the County Commissioners.

The atmosphere in which the staff is working now is highly political and at times stressful. Professional judgment is often less important than political savvy. Unified personnel administration is impossible when there are so many people to whom one is accountable - library board members, town councilmen, town managers. Exceptions to library policy are sometimes made because the alternative is to put the library program and budget in jeopardy. One effect of the uncertainty and political manuevering of the last several months is a worried and at times demoralized staff who cannot understand why they and the patrons they serve are caught in the middle of a funding controversy.

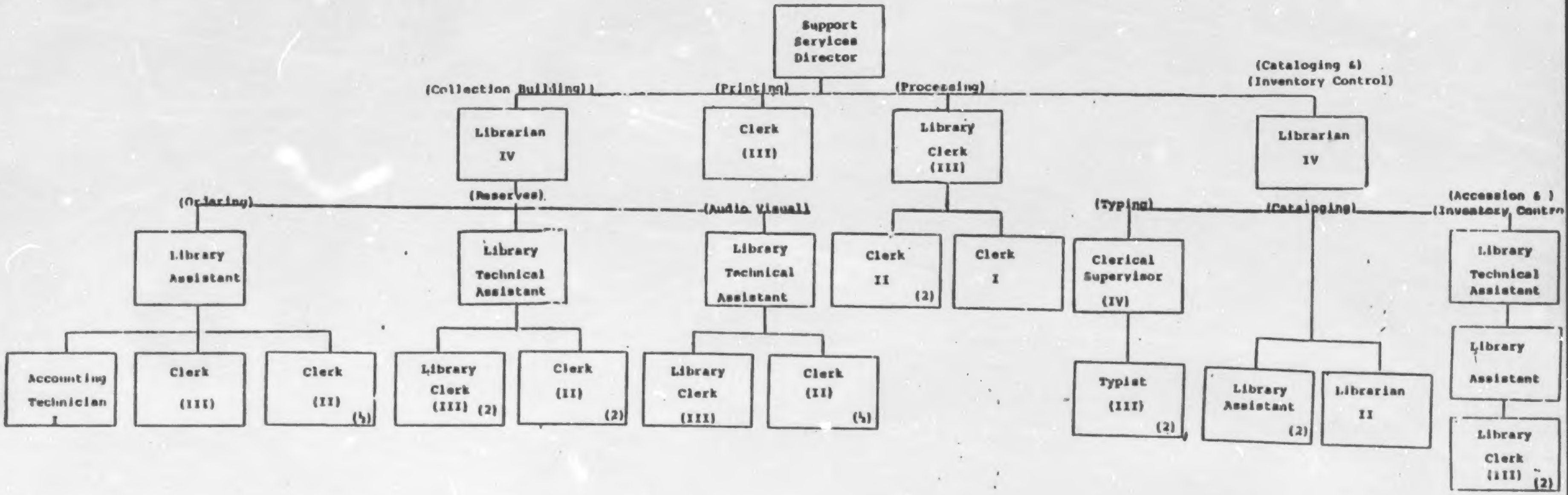

Board Of County Commissioners
County Manager
Wake County Library Commission
Library Director
Local Advisory Boards
Support Services
Public Services; Branches

ADMINISTRATION

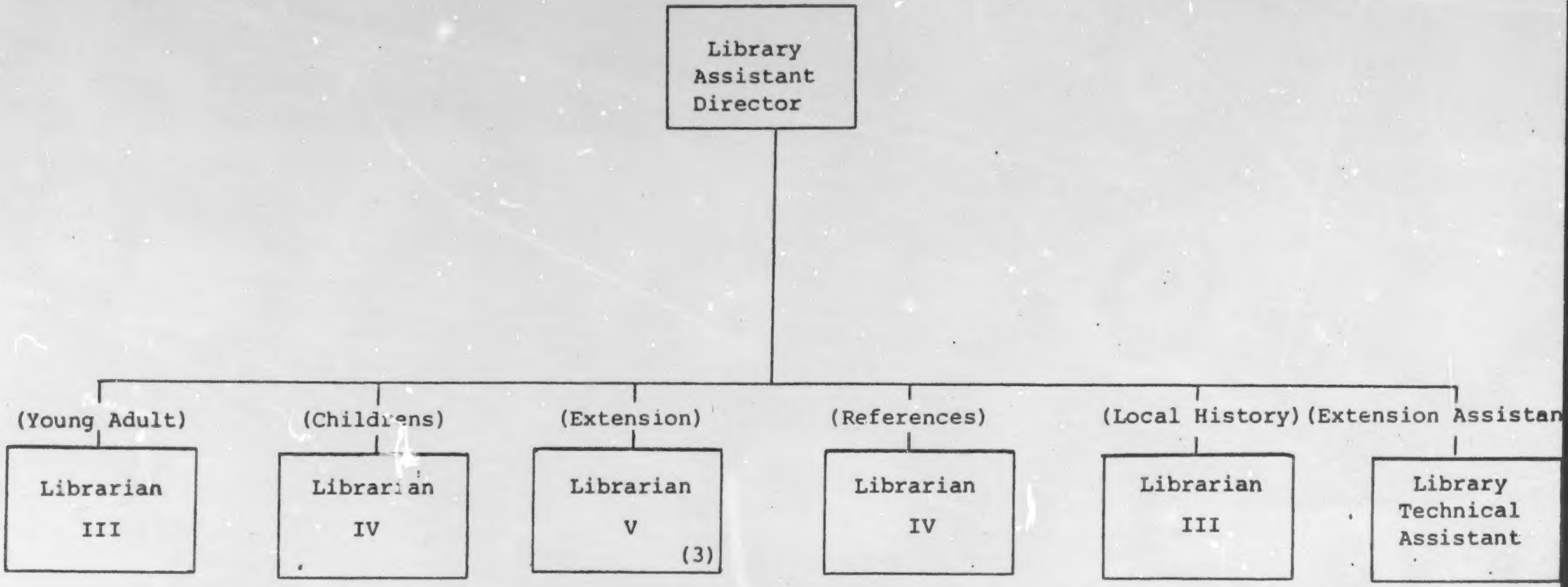

Library Director
Accounting Technician I
Secretary (IV)
Housekeeping Assistant (2)
Library Assistant Director

Wake County Library

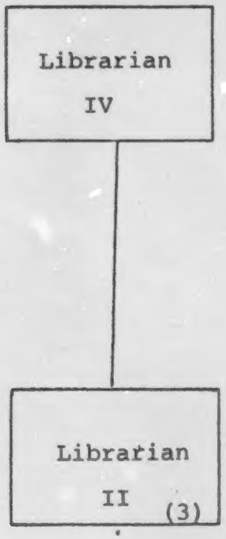
SUPPORT SERVICES


Support Services Director
(Collection Building)
(Printing)
(Processing)
(Cataloging &)
(Inventory Control)
Librarian IV
Clerk (III)
Library Clerk (III)
Librarian IV
(Ordering)
(Reserves)
(Audio Visual)
(Typing)
(Cataloging)
(Accession &)
(Inventory Contr
Library Assistant
Library Technical Assistant
Library Technical Assistant
Clerk II (2)
Clerk I
Clerical Supervisor (IV)
Library Technical Assistant
Accounting Technician I
Clerk (III)
Clerk (II) (4)
Library Clerk (III) (2)
Clerk (II) (2)
Library Clerk (III)
Clerk (II) (4)
Typist (III) (2)
Library Assistant (2)
Librarian II
Library Assistant
Library Clerk (III) (2)

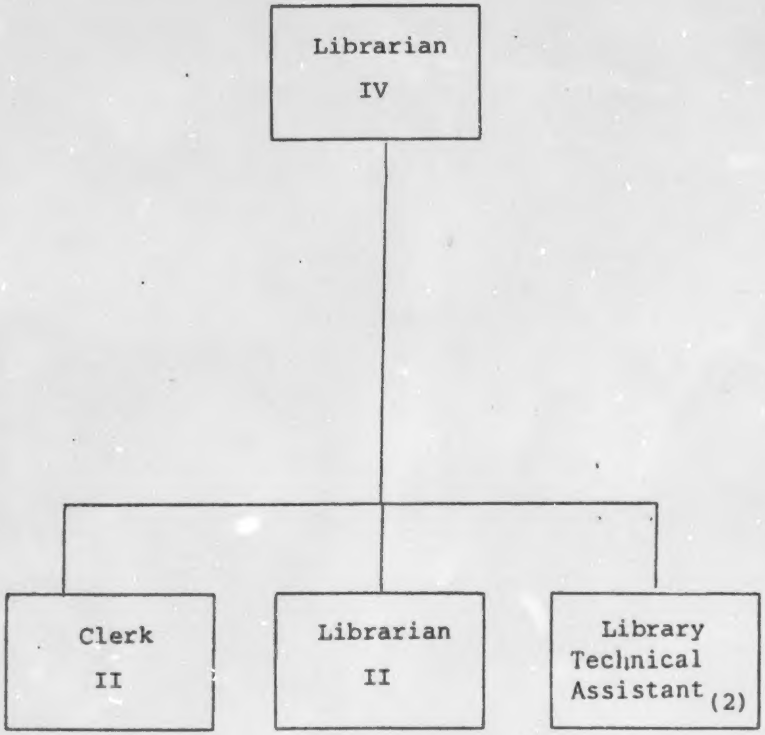
PUBLIC SERVICES


Library Assistant Director
(Young Adult)
Librarian III
(Childrens)
Librarian IV
(Extension)
Librarian V
(3)
(References)
Librarian IV
(Local History)
Librarian III
(Extension Assistan
Library Technical Assistant

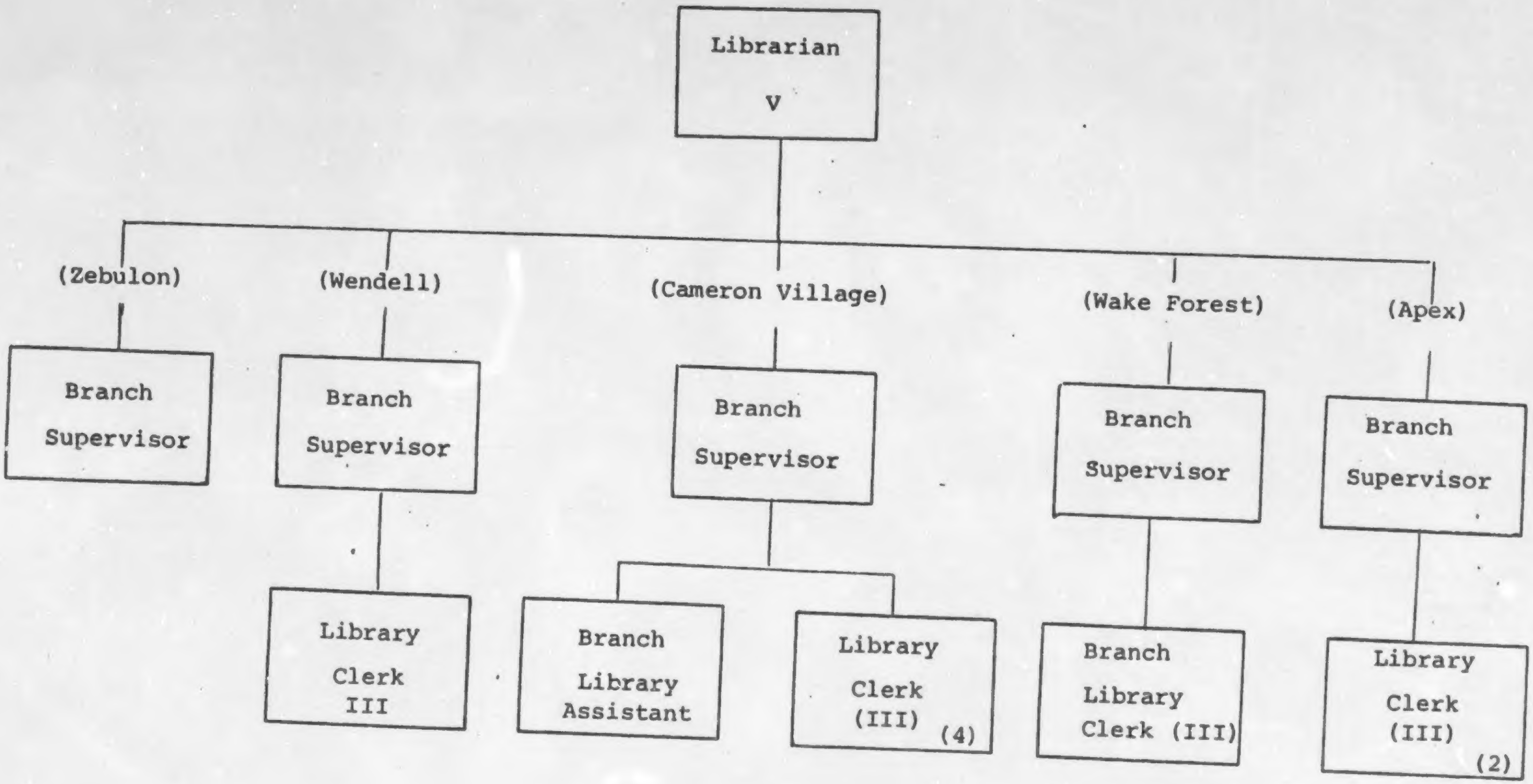
CHILDREN'S SERVICES


Librarian IV
Librarian II (3)

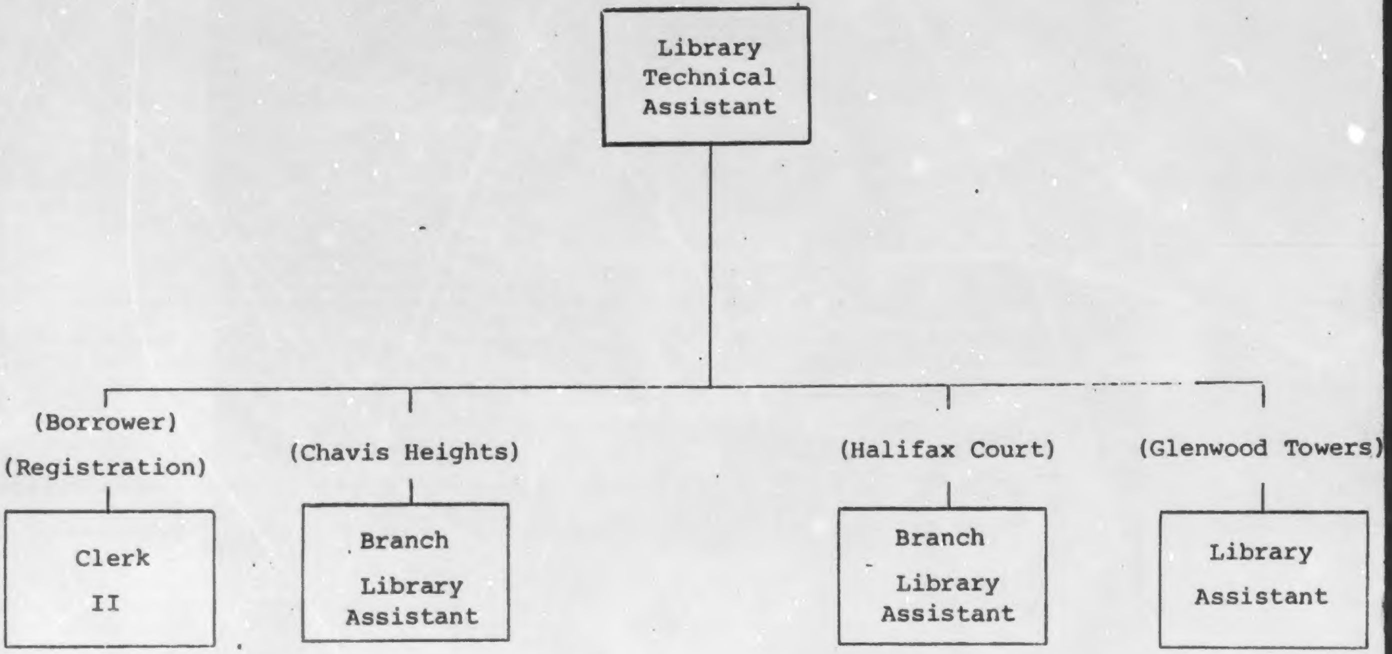
REFERENCE


Librarian IV
Clerk II
Librarian II
Library Technical Assistant (2)

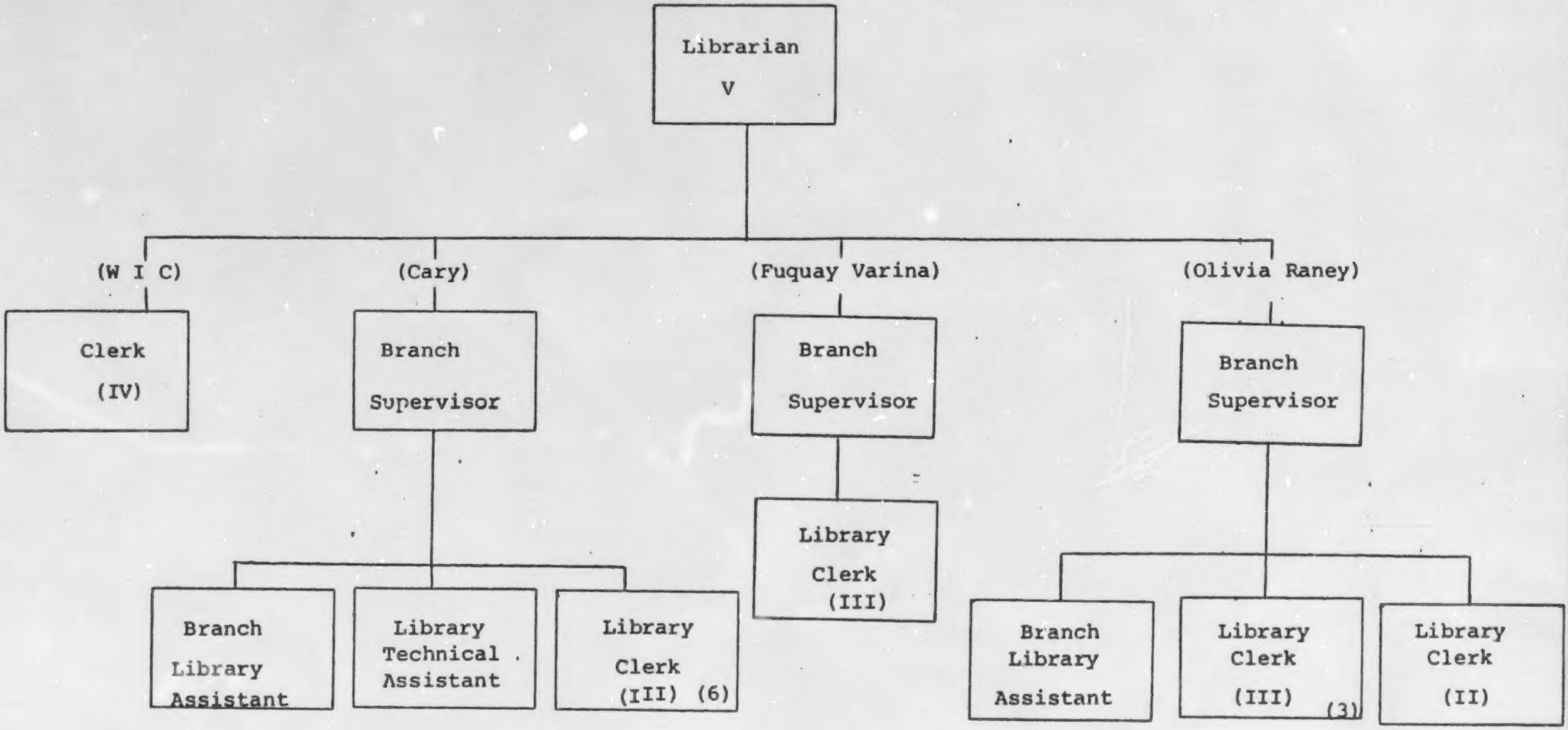
EXTENSION


Librarian
V
(Zebulon)
Branch Supervisor
(Wendell)
Branch Supervisor
Library Clerk III
(Cameron Village)
Branch Supervisor
Branch Library Assistant
Library Clerk (III) (4)
(Wake Forest)
Branch Supervisor
Branch Library Clerk (III)
(Apex)
Branch Supervisor
Library Clerk (III) (2)

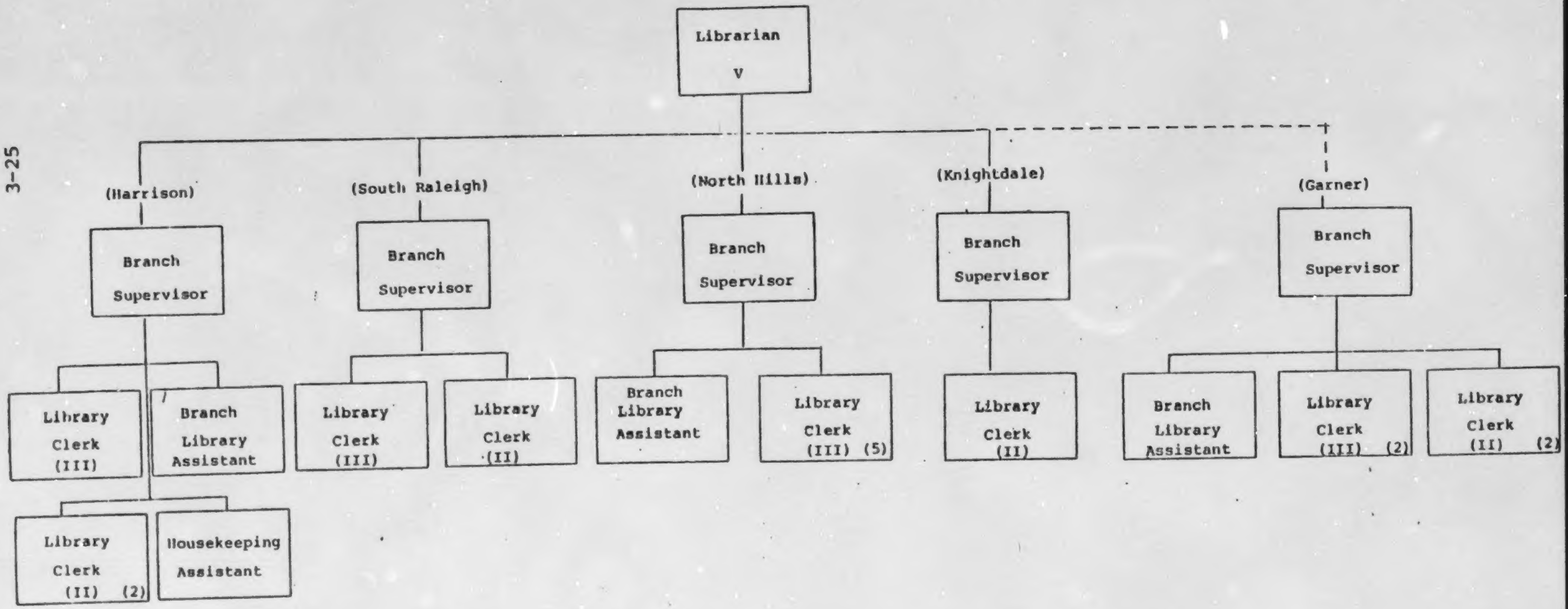
EXTENSION


Library Technical Assistant
(Borrower) (Registration)
Clerk II
(Chavis Heights)
Branch Library Assistant
(Halifax Court)
Branch Library Assistant
(Glenwood Towers)
Library Assistant

EXTENSION


Librarian
V
(W I C)
Clerk
(IV)
(Cary)
Branch
Supervisor
Branch
Library
Assistant
Library
Technical
Assistant
Library
Clerk
(III) (6)
(Fuquay Varina)
Branch
Supervisor
Library
Clerk
(III)
(Olivia Raney)
Branch
Supervisor
Branch
Library
Assistant
Library
Clerk
(III) (3)
Library
Clerk
(II)

EXTENSION


Librarian
V
(Harrison)
Branch Supervisor
Library Clerk (III)
Branch Library Assistant
Library Clerk (II) (2)
Housekeeping Assistant
(South Raleigh)
Branch Supervisor
Library Clerk (III)
Library Clerk (II)
(North Hills)
Branch Supervisor
Branch Library Assistant
Library Clerk (III) (5)
(Knightdale)
Branch Supervisor
Library Clerk (II)
(Garner)
Branch Supervisor
Branch Library Assistant
Library Clerk (III) (2)
Library Clerk (II) (2)

-------- Technical Supervision

MATERIALS COLLECTION

Wake County Department of Public Library has a materials selection policy which was adopted in the early 1970's. It is included in the staff manual, but is not distributed per se to the public. It is a combination of policy and procedures. It also provides a method by which any purchase may be questioned by a member of the public.

Essentially the policy is general in its intent. It stresses the need for balance in the library collection of recreational and educational materials. It emphasizes that the collection must present various viewpoints on subjects and that it must not be censored. It says that a collection must not only contain the best in literature, but the popular as well. A copy of the policy is included in the appendix, and although some procedures are dated, the policy itself is current.

Book selection is made by the public service points and coordinators/staffs of Young Adult and Children's Services. The materials which are selected are sent to the Acquisitions Librarian. The Acquisitions Librarian coordinates the ordering of material. He also participates in selection and tries to bring to light material which may be overlooked or from an unusual source.

There has been enormous growth in the book budget over the past nine years. There are so many needs and gaps that there has not been an attempt to establish system priorities. That should not be necessary for several more years as the system attempts to satisfy current demand and to purchase what it should have bought several years ago. In the past two years, retroactive collection development has centered around development of reference collections and areas in individual libraries which have proved to be particularly inadequate.

Another source of materials for the system is gift books. Approximately 25% of the twenty thousand items which are donated annually to the system are added to the collection. The remainders are sold through book sales and that revenue extends the book appropriation. Last fiscal year $36,000 in gift money was received in response to a matching fund challenge from the Wake County Commissioners. Memorial and gift book contributions are accepted by the library system.

There are two special collections which are owned by the system. The North Carolina Collection is housed at the Olivia Raney Library. It is aggressively developed by the Local History Librarian and emphasizes both county materials and those of statewide or regional interest. It includes clipping files, books, and microfilm. It does not include manuscripts or personal papers.

The Mollly Huston Lee Collection is named for the former librarian of the Richard B. Harrison Library. For over thirty years and through three buildings, she acquired materials for what she called the "Negro Collection." She collected materials for adults and children which touched on the black experience regardless of the viewpoint of the author. The children's collection is a unique feature of the collection. The periodical and vertical files are extensive for the collection. The branch head regularly purchases materials for the collection.

Weeding is an activity which is ongoing at all service points. When materials are removed from one collection which may be of use to another collection, they are sent to the stock collection. Libraries may select material for their shelves at any time. Materials which are outdated or worn out are removed from the collections.

The periodical collections are not expanding as rapidly as the book collection. Each year the service point reviews what it is receiving and makes any changes or substitutions it desires. These usually include new titles now available or changes in popular titles. If money is available, it may add additional titles. Most branches include all titles in the Abridged Readers Guide. Larger branches are expanding in coverage in Readers Guide. The main reference collection holds Readers Guide and some materials from other indexing sources. The need to expand periodical holdings is felt throughout the system.

One of the most aggressive areas of patron use is in audiovisual materials and equipment. Whatever is purchased in the way of films, filmstrips, or records is quickly put into use. The film collection acquisitions have been more of a popular nature in an attempt to recognize what the N. C. State Library and the Wake County School System holdings represent. Record materials have been limited to popular materials and a browsing collection format. Filmstrips have been purchased with an eye to their use in programming. The problem faced in audiovisual acquisitions is what to buy with so little money. The need to expand this budget is also felt throughout the system.

The library materials budget is divided among service points and categories by the Acquisitions Librarian and public services staff. Approximately 25% of the budget is devoted to children's services. Another 30% goes to periodical collections, to audiovisual materials, and to some continuation purchases. Approximately 5% goes to special collections. The balance is expended upon adult and young adult materials.

WAKE COUNTY PUBLIC LIBRARY SYSTEM 3-30

STATISTICS FOR MONTH ENDING MAY, 1979

NUMBER OF ITEMS PROCESSED FOR PUBLIC LIBRARIES (ADULT AND JUVENILE BOOKS PLUS AUDIO-VISUAL ITEMS) ------------------ FOR MONTH 4,138

YEAR TO DATE: '77-'78 27,831 '78-'79 33,648

COUNTY BOOKS IN UNITS AT THE END OF THE MONTH (ADULT AND JUVENILE COMBINED)

APEX	8,692
CAMERON VILLAGE	16,002
CARY	15,678
CHAVIS HEIGHTS	2,029
FUQUAY	7,849
GARNER	13,784
GLENWOOD TOWERS	1,973
HALIFAX COURT	1,750
HARRISON	48,548
KNIGHTDALE	6,857
NORTH HILLS	24,529
OLIVIA RANEY	105,888
SOUTH RALEIGH	6,471
WAKE FOREST	7,963
WENDELL	8,674
ZEBULON	9,097
STOCK	992
RESERVES	77
CHILDRENS SERVICES	420
GRAND TOTAL COUNTY BOOKS	287,273

BOOKS MENDED --- FOR MONTH 295

FOR YEAR 2,207

RECATALOGING BOOKS RETURNED - FOR MONTH 168

FOR YEAR 1,523

BOOKS PROCESSED FOR:

AREA ALCOHOLISM LIBRARY --- FOR MONTH- APL - 1 ATC -

FOR YEAR - APL - 3 ATC - 16

AGRICULTURAL EXTENSION --- FOR MONTH

FOR YEAR

PERSONNEL WAKE COUNTY --- FOR MONTH

FOR YEAR

GRAND TOTAL OF ITEMS PROCESSED FOR MONTH 4,602

GRAND TOTAL OF ITEMS PROCESSED YEAR TO DATE: '77-'78 31,904 '78-'79 37,397

ITEMS WITHDRAWN:

FOR MONTH 1,478

YEAR TO DATE: '77-'78 19,309 '78-'79 11,682

TOTAL BOOKS (COUNTY & TOWN-OWNED COMBINED) IN WAKE COUNTY PUBLIC LIBRARY SYSTEM: YEAR TO DATE: '77-'78 283,755 '78-'79 303,32

TECHNICAL SERVICES

These functions are part of the Support Services Department. In this section the functions of the reserves and interlibrary loan and audiovisual units will be omitted as they are mentioned in another part of the report. Acquisitions is discussed in the materials collection section.

Order Section - the order section is responsible for bookkeeping, searching, ordering, and checking-in materials. The library budget is subdivided among the branches into various categories of adult, young adult, children's services. As orders are submitted they have been entered against the various budgets at list price. As materials are checked in, discounts are credited to the budget. In the past, this has consumed a great deal of staff time.

On July 1, 1979 a new bookkeeping system will be initiated. Branches will keep a running total of list price orders. This will be cross-checked by the order section. Discounts will be pooled and divided quarterly. This should assist the Order Section in reaching a goal of ordering materials within 10 days of receiving orders.

Before ordering materials, staff searches all titles in the received files, the in-process files, the public catalogs, and the shelf-list. If material has been previously cataloged, cataloging copy is pulled. If material has not been cataloged previously, cataloging copy is pulled from MARC fiche or NUC fiche. Titles which do not appear in these sources are held until the material arrives.

The library system leases the BRODART IROS ordering system. This enables the order section to place orders by going on line with the vendor. It also relieves the order section from typing order slips as the high speed printer attachment prints the order slips which are used by technical services to control the flow of library materials.

Materials are also purchased locally from bookstores. These are generally paperbacks and additional copies of best sellers. The children's Greenaway orders are placed direct to publishers to maximize discounts. The Order Section also handles audio-visual materials.

When materials arrive they are checked in by the section. Precataloged items are sent directly to the Processing Section. Materials which have not been precataloged are sent to cataloging.

Cataloging Section - Wake County uses abridged Dewey Decimal Classification and Library of Congress Subject Headings. It follows ISBD format in the catalog, in a dictionary arrangement. Over the past eighty years there has been a diversity in cataloging methods employed, so a great inconsistency exists throughout the catalogs. This is also reflected in the shelf list where records are very inaccurate. An inventory has not been conducted in eighty years.

Considering the inaccuracies in the public catalogs and the shelf list, staff and users of the system waste time trying to locate materials. In order to rectify this problem and to contain escalating cataloging costs, the library system studied the feasibility of converting to a Computer Output Microfilm (COM) catalog. It was determined that not only could a COM catalog improve service by providing a complete system catalog in each library, the locations of materials, an integrated dictionary catalog, a mechanism for finally conducting inventory, but that costs for technical services would be reduced. Consequently, the library system closed the public catalogs on April 17, 1979. The contract for conversion to a COM catalog will be awarded later this year. The catalog will be issued quarterly and between editions author-title order slips will be used to bridge the gap between new acquisitions. It is estimated that conversion of the materials in the public catalog will take two years. The data base which will be constructed can be used to create an automated circulation system which is the next step in the library's automation plans.

Processing Section - When materials have been cataloged they are sent to processing. There books have spines labeled, are jacketed, pockets are inserted, and they are property stamped. This section also repairs materials.

Inventory Control - New materials go to Inventory Control to be added to the shelf list. This department also withdraws materials and changes the shelf list for materials which are moved from one location to another. It compiles the statistical report for the Technical Services Department. During the 1977-78 fiscal year, the Department cataloged and processed 30,225 new books of which

8,275 were new titles. Through May of this fiscal year the Department had processed 31,904 new books.

FACILITIES

Since 1970 there have been major improvements in Wake County library facilities. With the exception of the Olivia Raney and Richard B. Harrison Libraries, each library has been built or renovated since that date. The Harrison Library was built in the 1960's with LSCA (Library Services and Construction Act) monies, and it is the only facility in the county constructed with those funds. The Olivia Raney Library is in a converted dime store building which was constructed in 1952. The facility was purchased in 1960 as a result of a bond referendum.

Despite improvements in facilities, the population growth and the use of libraries has grown rapidly, so rapidly that not one branch library meets the ALA Interim Standards for Small Public Libraries or NCLA Public Library Standards. Especially inadequate are meeting room/programming facilities, but seating capacity and stack space are inadequate in many branches. The following charts reflect facility, staff, and collection needs for the branch libraries.

In any funding structure for the library system, branch facilities probably will continue to be funded by municipalities in the forseeable future. Local library boards have made municipalities aware of building inadequacies and needs. Most boards feel that until some funding relief is felt by the towns for personnel, that building needs will not be funded.

While there has been significant improvement in branch library facilities, the headquarters library, the Olivia Raney Library, is in no way adequate. The building has four floors with approximately 10,000 square feet on each floor. However, all floors, except the basement, have a live load capacity of only 80 pounds except near the exterior walls. This means that bookstacks, which require 150-200 pounds live load, cannot be concentrated to any degree on any floor except the basement.

In the basement the adult non-fiction and reference department are located. In two years almost all seating space will be gone in order to accomodate books. Capacity for books will be exhausted at that time. On the first floor, children's materials and adult fiction are housed. Only a few more units of shelving can be added for those collections. The third floor of the building houses technical and administrative services. The fourth floor houses storage area.

The Raney Library is the smallest headquarters library among urban libraries in the state. It is smaller than Charlotte, Wilmington, the new Durham facility, Winston-Salem, Greensboro, and Fayetteville. It is not possible to adapt library service to the existing structure beyond the next five years. A new building should be constructed following a building requirements and site location study.

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

APEX PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	5,000 - 9,999	30 - 45 Hrs. per week	15,000 vols. plus 2 books per capita over 5,000 population	23 seats plus 4 seats per 1,000 over 5,000 population	3,500 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	2 - 4 FTE or 2 FTE per 6,000 pop. served	1 FTE or 1 FTE per 6,000 pop. served
Library Current Status	6,797	48 Hrs.	9,687 vols.	33 seats	2,213 sq.ft.	2 FTE	-0-
Library to meet Standard Needs:		-0-	8,907 vols.	-0-	2,545 sq.ft.	0.5 FTE	1 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

CAMERON VILLAGE PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	25,000 - 49,999	60 hrs. or more per week	50,000 vols. plus 2 books per capita over 25,000 population	75 seats plus 3 seats per 1,000 pop. over 25,000 population	15,000 sq.ft or 0.6 sq.ft. per capita, whichever is greater	2 FTE per 6,000 pop. served	1 FTE per 6,000 pop. served
Library Current Status	32,047	60 Hrs.	16,243 vols.	27 seats	3,776 sq.ft.	5.5 FTE	-0-
Library to meet Standard Needs:		-0-	47,851 vols.	69 seats	15,506 sq.ft.	4.5 FTE	5 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH
ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

CARY PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	10,000 - 24,999	45 - 60 Hrs. per week	20,000 vols. plus 2 books per capita over 10,000 population	40 seats plus 4 seat per 1,000 over 10,000 population	7,000 sq.ft. or 0.7 sq.ft per capita, whichever is greater	5 - 8 FTE or 2 FTE per 6,000 pop. served	1 - 2 FTE or 1 FTE per 6,000 pop. served
Library Current Status	18,186	68.5 Hours	21,317 vols.	73 seats	11,780 sq. ft.	7.5 FTE	1 FTE
Library to meet Standard Needs:		-0- hrs.	15,055 vols.	-0- seats	950 sq.ft.	-0- FTE	2FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

FUQUAY-VARINA PUBLIC LIBRARY

June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	10,000 - 24,999	45 - 60 hrs. per week	20,000 vols. plus 2 books per capita over 10,000 population	40 seats plus 4 seats per 1,000 over 10,000 population	7,000 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	5 - 8 FTE or 2 FTE per 6,000 pop. served	1 - 2 FTE or 1 FTE per 6,000 pop. served
Library Current Status	10,567	30 hrs.	8,818 vols.	15 seats	1,328 sq.ft.	1.75 FTE	-0-
Library to meet Standard Needs:		15-30 hrs.	11,182	25 seats	6,068 sq.ft.	.75 FTE	1.5 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

GARNER PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	10,000 - 24,999	45 - 60 hrs. per week	20,000 vols. plus 2 books per capita over 10,000 population	40 seats plus 4 seats per 1,000 over 10,000 population	7,000 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	5 - 8 FTE or 2 FTE per 6,000 pop. served	1 - 2 FTE or 1 FTE per 6,000 pop. served
Library Current Status	24,553	69 Hrs.	15,436 vols.	35 seats	4,536 sq.ft.	6 FTE	-0-
Library to meet Standard Needs:		-0-	33,670 vols.	61 seats	12,651 sq.ft.	2 FTE	4 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

RICHARD B. HARRISON PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	25,000 - 49,999	60 hrs. or more per week	50,000 vols. plus 2 books per capita over 25,000 population	75 seats plus 3 seats per 1,000 population over 25,000 population	15,000 sq.ft. or 0.6 sq.ft. per capita, whichever is greater	2 FTE per 6,000 pop. served	1 FTE per 6,000 pop. served
Library Current Status	29,880	65 Hrs.	48,815 vols.	84 seats	9,505 sq.ft.	5 FTE	-0-
Library to meet Standard Needs:		-0- hrs.	10,945 vols.	3 seats	8,423 sq.ft.	5 FTE	5 FTE

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COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

KNIGHTDALE PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	10,000 - 24,999	45 - 60 Hrs. per week	20,000 vols. plus 2 books per capita over 10,000 population	40 seats plus 4 seats per 1,000 over 10,000 population	7,000 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	5 - 8 FTE or 2 FTE per 6,000 pop. served	1 - 2 FTE or 1 FTE per 6,000 pop. served
Library Current Status	11,945	30 Hrs.	6,902 vols.	41 seats	1,442 sq.ft.	1 FTE	-0-
Library to meet Standard Needs:		15-30 Hrs.	16,988 vols.	7 seats	6,919 sq.ft.	1.5 FTE	1.5 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH
ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

NORTH HILLS PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	25,000 - 49,999	60 Hrs. or more per week	50,000 vols. plus 2 books per capita over 25,000 population	75 seats plus 3 seats per 1,000 population over 25,000 population	15,000 sq.ft. or 0.6 sq.ft. per capita, whichever is greater	2 FTE per 6,000 pop. served	1 FTE per 6,000 pop. served
Library Current Status	45,283	68.5 Hrs.	25,055 vols.	32 seats	4,015 sq.ft.	8 FTE	-0-
Library to meet Standard Needs:		-0- hrs.	65,511 vols.	103 seats	23,154 sq.ft.	4 FTE	6 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

SOUTH RALEIGH PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	5,000 - 9,999	30 - 45 Hrs. per week	15,000 vols. plus 2 books per capita over 5,000 population	23 seats plus 4 seats per 1,000 over 5,000 population	3,500 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	2 - 4 FTE or 2 FTE per 6,000 pop. served	1 FTE or 1 FTE per 6,000 pop. served
Library Current Status	6,868	53 Hrs.	6,593 vols.	19 seats	1,906 sq.ft.	2.5 FTE	-0-
Library to meet Standard Needs:		-0- hrs.	12,137 vols.	12 seats	2,901 sq.ft.	-0-	1 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

WAKE FOREST PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	5,000 - 9,999	30 - 45 Hrs. per week	15,000 vols. plus 2 books per capita over 5,000 population	23 seats plus 4 seats per 1,000 over 5,000 population	3,500 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	2 - 4 FTE or 2 FTE per 6,000 pop. served	1 FTE or 1 FTE per 6,000 pop. served
Library Current Status	8,983	35 Hrs.	9,352 vols.	28 seats	2,625 sq.ft.	1.25 FTE	-0-
Library to meet Standard Needs:		0 - 10 Hrs.	13,614 vols.	11 seats	3,603 sq.ft.	1.75 FTE	1 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

WENDELL PUBLIC LIBRARY
June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	5,000 - 9,999	30 - 45 Hrs. per week	15,000 vols. plus 2 books per capita over 5,000 population	23 seats plus 4 seats per 1,000 over 5,000 population	3,500 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	2 - 4 FTE or 2 FTE per 6,000 pop. served	1 FTE or 1 FTE per 6,000 pop. served
Library Current Status	5,790	30 Hrs.	11,085 vols.	29 seats	1,250 sq.ft.	1.25 FTE	-0-
Library to meet Standard Needs:		0 - 15 Hrs	5,495 vols.	-0-	2,803 sq.ft.	0.75 FTE	1 FTE

COMPARISON OF CURRENT LEVEL OF LIBRARY SERVICE WITH ALA MINIMUM STANDARDS FOR SMALL PUBLIC LIBRARIES

ZEBULON COMMUNITY LIBRARY

June, 1979

	POPULATION SERVED	HOURS	SIZE OF BOOK COLLECTION	READER SEATS	TOTAL FLOOR SPACE	PARA-PROFESSIONAL STAFF	PROFESSIONAL STAFF
Standard	5,000 - 9,999	30 - 45 Hrs. per week	15,000 vols. plus 2 books per capita over 5,000 population	23 seats plus 4 seats per 1,000 over 5,000 population	3,500 sq.ft. or 0.7 sq.ft. per capita, whichever is greater	2 - 4 FTE or 2 FTE per 6,000 pop. served	1 FTE or 1 FTE per 6,000 pop. served
Library Current Status	7,490	30 Hrs.	10,492 vols.	31 seats	1,900 sq.ft.	1.35 FTE	-0-
Library to meet Standard Needs:		0-15 Hrs.	9,488 vols.	-0-	3,343 sq.ft.	1.15 FTE	1 FTE

BORROWER SERVICES

Any citizen of North Carolina, who can verify his current address, can register and receive through the mail a Wake County Public Library card. The card enables him to use all sixteen branches of the library system. At the headquarters library, a centralized registration file and borrowers register is maintained for the convenience of both staff and patrons. Maintenance of this file helps avoid issuance of more than one library card to one patron.

If the borrower is 18 years old or older, he may book films from either the Wake County or North Carolina State Library film collections and borrow equipment owned by the various libraries in the Wake County system. Films and equipment may be booked for one to five days, depending upon availability.

For most books a three-week loan period applies. Exceptions of one-week loan periods are made for best sellers and books in demand. Phonograph recordings are available for checkout for one-week periods. Some branches circulate back issues of magazines while other branches do not. The large number of paperback books donated to the library system supports an extensive program of honor book circulation. Many branches circulate clothing patterns which have been donated by patrons. Renewals can be made only at the branch from which the book was checked out. At present, anyone having a system library card may check books out from and return them to any branch in the system. Fines are charged for overdue library materials - 5 cents a day for books and 10 cents a day for phonograph recordings. Fines of $1.50 a day are charged for overdue films and projectors.

From the creation of the library system in 1970, strong emphasis has been placed upon a centralized reserve system which has helped to extend the system's limited book resources. Last year 40,000 reserves were filled by the system. A patron in even the smallest branch library has access to the entire county library collection through the reserves procedure. COM catalog conversion is underway, and within three years the holdings of the entire library system should be available in each branch. With this information available in these additional locations, the time taken to fill reserve requests should be considerably shortened. Effective use has been made of interlibrary loan from other libraries in the state. If a patron wishes, we often go out of state to secure the material desired.

When that database is completed, the library system will pull information from it to create an automated circulation system. The State of North Carolina has selected the Dataphase circulation system as the one it will use in networking. Wake County plans to participate as a mainframe library for its region.

The circulation system used by the system is completely manual. All circulation, slipping, overdues, and reserves must be done by hand. This ties large amounts of staff time into clerical routines. Staff has not grown proportionately with circulation, therefore each year more time is spent upon clerical tasks.

The primary loss as a result of this has been the sharp decrease in adult programming in most branches. At this time adult programming consists mainly of film showings and non-coordinated lectures presented by community members. Only six libraries have auditorium facilities which can be used by the library or the public for programs or meetings. Libraries which have meeting rooms are Apex, Cary, Garner, Knightdale, North Hills, and Richard B. Harrison. Booking is done by calling the library for information. The system publishes a monthly Calendar of Events which lists programs and activities sponsored by libraries.

Wake County Libraries were the first in the state to register voters. This led to a state law enabling library boards across the state to ask that their systems be able to offer the service. Most public service employees are voter registrars. A county resident may register to vote or change his registration at any branch during library hours.

REFERENCE SERVICES

Headquarters Reference Services. The staff of the Reference Department consists of 2 professional librarians, 2 paraprofessional library assistants, and 1 clerk. Since a major budget cut reduced the staff by 50% three years ago, the Department has operated on a restricted public service schedule: 11:00 a.m. to 9:00 p.m. Monday through Thursday; 11:00 a.m. to 5:30 p.m. on Friday; 1:00 p.m.

to 5:30 p.m. Sunday. The reference public area, however, is open to the public during all hours of library operation. Professional staff should be added to the Department to enable it to serve the public whenever the building is open and to enable it to function adequately.

The Department occupies approximately 8,500 square feet on the basement level of the Olivia Raney Library building. It shares this space with the Local History Room and Wake County Information and Referral Center. Approximately two-thirds of this space is devoted to open stacks for circulating books and to reader seating. The remaining third is closed reference stacks and staff work area. Although the public area currently has space for 90 reader seats, this number wil diminish sharply as the book collection expands. The area is inadequately lighted, and visual control of the floor is poor.

The staff of the Reference Department is responsible for the selection and maintenance of those portions of the collection housed in its area. These include:

> Circulating non-fiction - approximately 30,000 volumes. This collection is reasonable well-rounded, but rather thin. It is comparatively strong in painting and has been recently strengthened in literary criticism and home repair. It is comparatively weak in philosophy and contemporary poetry.
>
> Reference collection - approximately 9,000 volumes of which about half belong to the Local History Room collection. The LHR collection centers on Raleigh-Wake history, undoubtedly the best-developed aspect of the entire collection. A significant portion of the Reference collection is business-oriented. Also included are telephone books (including all N.C. directories) and N.C. city directories.

Periodicals - the library receives approximately 321 periodical titles. All titles indexed in Reader's Guide are received, along with selected titles from Business Periodicals Index and Public Affairs Information Service. Backfiles of most titles received are kept for at least five years in hard copy; microfilm backfiles for about 40 titles extend back to 1960. Microfilm copies of the Raleigh Times and News & Observer are also held from 1970 forward.

Government Documents - the library is a selective depository for U. S. government documents. Approximately 8% of the available series are received. The library has been a depository since 1969. Major titles received include Congressional Record, Federal Register, Code of Federal Regulations, and a wide variety of U.S. Census materials, including all tract data for the southeastern U. S. A small collection of state and local government documents is also maintained by the Local History Room.

Vertical Files - the Department contains both a general pamphlet and clipping file and a Raleigh-Wake-N.C. file, the latter being maintained by LHR staff. These files currently occupy 21 4-drawer file cabinets.

In addition to maintaining and developing the information resources described above, the Department provides both direct and indirect reference service to the public. In its direct public service role the Department assists library patrons in utilizing both in-library (books, periodicals, etc.) and out-of-library (state agencies, etc.) information resources. It also serves the public directly through its role as a back-up resource for other public service operations of the library system. Since the Department currently has the only union catalog for the system's non-fiction collection and the system's largest non-fiction book and periodical collections, it is frequently called upon to handle queries referred from the system's branch libraries. The Department thus functions as a central information service and as a central source of information-seeking expertise for the entire system.

Branch Reference Service

All branch libraries have reference collections. The size of the collections vary, but there has been a concentrated effort to improve them over the past two and a half years. The Richard B. Harrison collection is the best outside of Olivia Raney's. It also has the unique features of the Molly Huston Lee collection. This collection concentrates on black materials and is not duplicated at Raney.

INFORMATION AND REFERRAL SERVICES

The Information and Referral Center has existed since 1971 as a public library service located in the headquarters building, Olivia Raney Library, in downtown Raleigh. Material in the appendix will chart the development, funding, staffing and promotion of the Center over the past 8 years. The section of this community analysis on "Governmental Units" also refers to the Center in its relationships with governmental agencies.

Even with the reduction of funding and staffing which the Center has experienced during the 1977-78 fiscal year, the basic function of the Center has not changed: to provide information and referrals to social, health, recreational, educational, and other agencies and programs available to people in Wake County. The staff's incentive to continue operating the Information and

and Referral Center arises from the public need and demand for this type of service, even with the minimal publicity done over the past year. The present emphasis is on (1) telephone contact with clients, because the loss of staff forced the Center to move to a non-public area last April; (2) maintenance of relationships with other agencies; and (3) publication of the 5th edition of the Help directory, since the County Commissioners are providing the printing funds this year.

Both moral and active support by the Center's Advisory Board members have provided encouragement to the staff this year. Several agency and organization representatives on the Advisory Board were on the interagency/citizen Steering Committee which planned the I&R Center and the original Help directory in 1970-1971. During 1978-1979 several Advisory Board members visited the County Commissioners to urge them to put printing funds for Help back into the library's budget. Also as a result of their activity a few corporations agreed to purchase a quantity of Help directories, which the Center could then give away to individuals or to charitable organizations unable to pay $1.00 per copy, as the County Commissioners stipulated; the Southern Bell telephone company will probably insert a brief section on community agencies in the 1980 Raleigh telephone book; and the director of the Raleigh Chamber of Commerce persuaded the Commissioners to allow up to 1,000 copies of the new edition of Help to be given away if the library would sell at least 9,000 copies.

Permanent staffing for the Center now only consists of one 20 hour/week Clerk and part-time professional supervision by the extension librarian. (Appendix material indicates previous staffing levels) Most of the direct public contact by telephone and daily clerical support duties are handled by the clerk. The employee currently holding this position is also the volunteer training coordinator for Hopeline, has answered crisis calls at Hopeline, has education and work experience in the fields of psychology and speech communications. Her experience and training complements that of the extension librarian, who still assists the clerk answering I&R questions, provides guidance to the clerk in the collection and organization of information on local agencies and organizations, acts as editor for Help, recruits and trains volunteers, maintains contacts with agencies and organizations, and carries out other public/community relations activities.

Lack of parking, visibility, and full-time contact with paid employees are factors which have restricted the recruitment and retention rate of volunteers at the Center. However, during some months the Center has had more than 20 hours of volunteer assistance. The Junior Woman's Club of Raleigh "adopted" the IR& Center, offering to have a few of their members make calls to agencies, and to proofread the Help booklet. Most of the volunteers work out of their homes; most prospective and current volunteers cannot come to the Center when either the clerk or the librarian is available to work with them.

Temporary adult personnel from Federally funded programs such as CETA and WIN are usually not skilled enough in reading and clerical duties to be useful in the public library. However, the Center did have an excellent CETA worker from June through December, 1978. The Extension Librarian will try to work through the County Personnel Department, the County Manager and the CETA office to obtain a public service/CETA employee during the new fiscal year.

Since the I&R Center no longer has the advantage of visibility from being on the first floor, the clerk and librarian have tried to train the Circulation and Reference Department employees to use the Help directory and to contact both staff members for assistance when they are in the building. A recording on the Center's telephone still directs callers to the Reference Department after 11:00 a.m., since the Center's telephone can only be answered from 9:00 - 11:00 a.m. The staff also invites agency personnel, students and sometimes individual clients to visit the Center by appointment to use the agency files, directories published by various agencies and groups, and other materials on local community services.

The Center still receives visitors, as well as correspondence and calls from other counties and states where I&R Centers may already exist or may be developing. This "consultation" function seems to be appreciated by other I&R practitioners and personnel from other fields. As a result some other community resource directories (e.g. Durham Public Library's, to be issued in June or July, 1979) have been modeled on the Help directory. Some I&R services have also based their subject headings, cross references, questionnaires, etc. on materials produced by Wake County Information and Referral Center. Locally, a minister has offered to update the Directory of Churches which the Center can no longer prepare; the Wake County Child Advocacy Council is planning to update the Youth Services directory formerly compiled by the Center; and the Wake County Council on Aging published a new edition of Resources for Older Adults, following the format and design of the last edition produced by the I&R Center.

The Center offers the public library system as a channel for literature from local public agencies and nonprofit groups. Bus schedules, city and state maps, soil sample test kits, legal brochures, guides to government officials, and "pick your own fruits and vegetables" maps are among the items distributed by the Center through the branches of Wake County Public Libraries. Cooperation with the local advertising firm which is handling the promotion of the Lawyers of N. C. legal brochures also resulted in a request for material from the I&R Center for a newspaper column in a new weekly paper also handled by the same advertising agency. As a result the Help directory is being "serialized," after a fashion, in the Raleigh News Weekly. The extension librarian selects excerpts from Help - lists of agencies and organizations centered around certain topics (e.g. "Self-Help and Support groups") - and provides the editor with a brief introduction to accompany the excerpt for each week's issue, starting in June, 1979. Since the Center receives credit for this contribution, the Center benefits from advance publicity on the new Help directory, as well as ongoing publicity for the Center. This newspaper is distributed to 35,000 Raleigh households free of charge.

The I&R staff will attempt to update certain specialized lists which are easily typed and photocopied and distributed on request to agencies and individuals. The Center's civic club and garden club lists are helpful to offices and groups needing mailing lists.

WAKE COUNTY INFORMATION & REFERRAL CENTER

ACCESSIBILITY TO THE PUBLIC

	December, 1971 - March, 1978	April, 1978 to Present
Main Location/Visibility	First floor of Olivia Raney Library	Basement workroom in Olivia Raney Library, near public Reference Desk.
Branch Libraries (15 in Wake County)	**1) Public may visit nearest branch to pick up Help booklets and request information on community agencies and services.** 2) Informational materials on agencies, clubs, etc., requested by individual clients are sent by Center to a convenient branch for pickup by client. 3) Agency literature is sent by Center to branches all year around for posting, filing or distribution to public.	
Hours	Center - staffed telephones: 8:30-5:30 Mon.-Fri. After-hours coverage: (1) Clients could call or visit Reference Dept. (2) 1977-78: Clients could leave message on recorder. Local crisis/emergency numbers were given in Center's message to callers.	Center-staffed telephone: 9:00-11:00 a.m. Mon.-Fri. Recorded Message used during other hours: Tell clients to contact Reference Dept. 11:00 a.m. - 9:00 p.m. Mon.-Thurs. 11:00 a.m. - 5:30 p.m. Fri. 1:00 p.m. - 5:30 p.m. Sun. Visitors can be helped by: (1) I&R Clerk 9:00 a.m.-1:00 p.m. Mon.-Fri. (2) Extension Librarian will return calls or help personally when in building. (3) Reference Dept. staff

WAKE COUNTY INFORMATION & REFERRAL CENTER

ACCESSIBILITY TO THE PUBLIC:

SCOPE OF SERVICE

	1971 - 1974	1974 - June, 1978	Present
Information Giving	Primary service of Center. No restrictions on types of questions answered or clientele served. Would answer questions immediately or call back after searching for answer.	No restriction...	Primary service of Center. No Restriction...
Referral	By telephone to certain agencies needed by selected clients, primarily those in need of human services.	Formalized procedure developed for Title XX and Adult Learning Information Center projects. Done by telephone and/or written referral card. Used whenever necessary for clients in need of adult education, social, physical health, mental health, and related services. Staff specialists aided in determining need for referrals.	By telephone to certain agencies needed by selected clients, primarily those in need of human services.
Education Counseling		Done by staff specialist with Masters Degree in Guidance & Counseling, hired under Federal grant for Adult Learning Information Center program.	
Followup With Clients	Seldom done	Done on all referrals and with some clients who received information from Center or from branch libraries.	Done as needed for certain questions received or answered partially by I&R Clerk, Reference staff or branches.
Outreach: contact with and service to clients outside library		Done by Outreach worker hired under a Federal grant.	

	1971-1974	1974-June, 1978	Present
Evaluation of I&R Services by Clients & agencies		Done by telephone or by means of a questionnaire sent to a sample of clients and agencies served or used by Title XX and Adult Learning Information Center staff.	
Publications: done at the suggestion of and/or in cooperation with other local agencies and groups.	Help for the Citizens of Wake County (Local funds used: county and club donations.)	Help directory Community Services directory Resources for Older Adults directory Youth Services directory Directory of Churches, Synagogues, and Religious Organizations. Educational Guide (3 Federal grants used. Matching funds for Title XX came from county. Federally funded publications could not be sold.)	Help directory (Loan from county to print 10,000 copies of 5th edition. Copies will be sold at $1.00 each to repay county.)
Statistics on I&R Questions Answered	Primarily tally of number of questions (walk-in, phone, other)	Breakdown by number of questions, categories of questions, age and sex of clientele, how clients heard about Center, etc.	(1) Tally of number of questions answered: April through December, 1978. (2) Tally of number of people who called when Center was not staffed (recorder has a counter). (3) As of Jan. 1979, staff is attempting to categorize questions answered at Center from 9-11:00 a.m.
Reports on Human Needs in Wake County		Based on detailed coding system used to categorize questions answered, reports were sent periodically to local agencies and government officials.	

	December 1971-June, 1978	July, 1978 to Present
Attendance at meetings, events and programs sponsored by other agencies	Done by all staff	Done by librarian and I&R clerk.
Advisory Board for I&R Center (agency and organization representatives)	Formed February, 1973, as a non-statutory, non-policy making board. A second advisory board just for the Adult Learning Information Center was formed in 1975 and operated through June, 1978.	Wake County I&R Center Advisory Board still active. Holds a quarterly and special called meetings.
Invitation to other agency personnel and students to visit Center to do research or discuss projects for which they need our help or suggestions	Arranged frequently	Arranged frequently
Distribution of other agency literature throughout library system	Bulletin board items, handouts, and reference copies were requested from community agencies & groups.	Still done
Paid Advertising	Billboards, newspaper ads, and telephone directory advertising were done with Federal grants July, 1974 - June, 1978.	Telephone directory ad only

WAKE COUNTY INFORMATION & REFERRAL CENTER

ACCESSIBILITY TO THE PUBLIC:

PUBLIC RELATIONS/INTERAGENCY RELATIONS

	December, 1971 - June, 1978	July, 1978 to Present
Public Service announcements: radio & TV	Prepared by librarian	Prepared by librarian as time allows. Volunteer recruited to help with some PR work.
Press Releases	Prepared by librarian	Prepared by librarian as time allows. Volunteer recruited to help with some PR work.
Local & national journal articles	" " "	" " "
TV & Radio interviews	Done by librarian and staff specialists	None scheduled, but can be done by librarian.
Flyers, posters, brochures and other printed publicity for distribution	Yes. Printed in-house or commercially depending on availability of Federal funding.	Yes. New flyers are printed in-house. Still-usable items printed before July are also distributed.
Public speaking and programs held inside and outside libraries.	Public speaking done since beginning of Center. Special programs and events were done during 1974-1978 when more staff was available. Most active years: 1976-77: 130 speaking engagements & programs - 4,300 people attended 1977-78: 41 speaking engagements & programs - 2,003 people attended.	Public speaking done by librarian as time allows.
Distribution of directories published by Center	As many as 25,000 copies of 6 directories were distributed during the Center's most active year, 1976-1977.	Remaining copies of Help and the other directories still distributed. Orders being taken for 5th edition of Help, probably to be ready by June or July, 1979.

WAKE COUNTY INFORMATION & REFERRAL CENTER

STAFFING

Dec., 1971-Sept., 1973	Sept., 1973-June, 1978	July, 1978-June, 1979
Professional (1): Librarian (Masters Degree) had part-time responsibility for Center.	Professional (1): Librarian had full-time responsibility for Center until April, 1978 (became Extension Librarian in April).	Professional (1): Extension librarian (formerly I&R Librarian) supervises and performs other I&R related work 20-25 hrs./wk.
	I&R Clerk (1): 20 hr./wk. from 1974 to present. (Always filled by college educated employee with appropriate experience.)	I&R Clerk (1): 20 hr./week, qualifications same as before.
	Specialists (4): in Guidance & Counseling, Social Work, Mental Health, & Outreach. Hired with Federal funds (Title XX, LSCA, & FIPSY) between July, 1974 & June, 1978.	Other Clerical Asst. (1) CETA employee (June-Dec.,1978) (1) WIN employee (13 weeks, July-Sept.) As of Jan.,1979: neither the CETA office nor the WIN program has trainees who can be referred to the Center at present.
	Other Clerical Asst. (2) hired with Federal funds 1976-1978	Volunteers - worked 74½ hours July through Dec. 1978. - worked 17½ hrs. in Jan., 1979. 2 or 3 persons may be working on clerical tasks at the Center or at home in any month.
	Volunteers (3) Worked Nov.,1977 through Jan.,1978. None could be recruited from April through June, 1978.	

YOUNG ADULT SERVICES

The Young Adult Department in the Wake County Department of Libraries exists for the purpose of introducing to young people books which will help them to live as citizens in a democratic world. According to a study by an ad hoc committee on outreach programs for young adults, community library services were defined as "the taking of aggressive action to provide total library services to all groups of young adults."

The Wake County system provides in-library service and community library services to young adults ranging in ages from 12-18. The collection, in keeping with the national guidelines, is composed of 80% adult titles and 20% young adult titles. At least 5% of the annual budget is spent for the collection.

Olivia Raney serves as headquarters, with fifteen other branches in the system. There are eight towns with junior and senior high schools in addition to several junior and senior high schools in Raleigh. Technical institutes and colleges are so located that they may be reached within an hour's drive.

In the junior and senior high schools there are professional librarians. Ninety percent of the student body uses the centers for classroom assignments. Student library assists are minimal because of classroom schedules. Volumes vary in number according to books per person. Most libraries/media centers open at approximately 7:30 a.m. and close at 3:30 p.m. There are no summer hours in most school communities. Most centers are adequate in size for the student body and located in convenient areas.

Budgets are minimal for media centers. Each school department buys its AV materials, then suggests other needs to the librarian. Most materials are purchased precataloged. The libraries/media centers are used for classroom work with a minimum interest in recreational reading. Recreational reading subjects usually asked for are: sports, light romances, best sellers, sexual orientation material and popular magazines. Funding for materials budgets comes from local, state and federal governments. Multi-media equipment available includes 16mm projectors, cassettes, record players, previewers, tape recorders, and video equipment. In some instances, the equipment can be checked out for community use providing proper permission is given by the school principal.

Services to young adults are provided through the Young Adult Coordinator and branch personnel of the Wake County Department of Library. Although the library system does not have a full time young adult librarian in each branch, it is necessary to provide in-library and community library service to all Wake County young adults. Young adults are a large and vital part of the adult clientele; their needs are different and specialized service is essential to reach them. Through direct and indirect services, our efforts are improving. Collection development which includes book selecting, weeding and budgeting; reading guidance which includes making displays and exhibits, publishing book lists, book reviewing, giving book talks, and planning group activities, book fairs, media publicity and special projects for out of school young adults.

The Young Adult Coordinator visits junior and senior high school classes, giving book talks, distributing lists, and talking about the services of the public library. Branch staff are also encouraged to visit schools in their area.

In considering programming, surveys are necessary and should be done continuously. Surveys in our system are conducted in the library and the school system. Forms are used to gain input from the young adults. Library teen boards are formed in individual schools for the purpose of planning and implementing activities. Programs are evaluated at the end of each program and the YA Coordinator writes up step-by-step procedures for successful programs and looks thoroughly at evaluations for unsuccessful programs. A yearly program evaluation serves as a basis for long-range planning.

An in depth study of our young adult community is necessary. The many changes in our society in recent years, the increased tempo of living, and the accelerated rate of maturity has changed our communities and we do face more complex problems. A new awareness of young adults is necessary as well as a broader aspect of this specialized field.

Wake County population census showed a total of 24,010 young adults between the ages of 15-19, high school and early college. Our U.S. population projections for the age group 15-19 years of age (high school and early college age) are:

1977	27,179,000
1978	21,174,000
1979	21,069,000
1980	20,825,000

Noting a gradual decrease in population in this age bracket by 1980, it should be evident that quality service be provided for our young adults in Wake County, even though they are only 12% of the population.

CHILDREN'S SERVICES DEPARTMENT

As county employees, the four professional children's librarians are responsible for developing programs and collections for children from pre-school up through the 6th grade, as well as aiding with reference questions and acting as resource people for the 15 Wake County Public Libraries that have Children's Departments.

Weekly pre-school story hours include actual stories, flannel boards, puppets, films, music, finger plays, and crafts. All of these activities are related to books available within the library system.

For school-age children (K-6) craft programs and workshops (i.e., kite making, puppets) are presented. A summer reading club has also been developed to help children retain their present level of, if not develop further, reading.

Visits to the branches by classes, classroom visits, Y groups, Scout troops and others are included in the total services provided by Children's Services. These programs, again, are to provide each child with a first hand account of library services available as well as create an open and enjoyable experience with books.

Not only children, but also adults are provided with storytelling workshops. Teachers, media specialists, and parents are invited to participate.

Pre-published editions of juvenile books are reviewed, evaluated, and discussed at book meetings designed to inform and instruct branch personnel as well as children's librarians. Bibliographies for staff use as well as patron requests are developed by the children's librarians.

Actual "floor work" is done by each children's librarian. Working with the individual child, parent, and/or teacher, the children's librarian is responsible for delivering accurate information. At the same time, instruction to all patrons in the use of a library's materials and equipment is further developed.

The Children's Services Department is continuously developing new methods of instilling in children, their parents, and teachers an excitement and love for books. Through programming, collection development, and reference work, this department is striving to meet the needs of a growing community.

PART IV

LIBRARY PROFILES:

NORTH HILLS LIBRARY
SOUTH RALEIGH LIBRARY
ZEBULON COMMUNITY LIBRARY

LIBRARY PROFILES:

NORTH HILLS LIBRARY
SOUTH RALEIGH LIBRARY, ZEBULON COMMUNITY LIBRARY

The Wake County Library system has sixteen libraries. While each community which is served is different, there are similarities among many of them as to size and type of community served by the library. The Olivia Raney Library stands by itself as the only headquarters library. An extensive study, using methodology like Ernest DeProspero's performance measures, should be done for it.

There are three neighborhood libraries, Chavis Heights, Glenwood Towers, and Halifax Court. They are located in housing projects run by the Raleigh Housing Authority. They are small and designed to serve project residents with approximately 1,500 volumes for a few hours each day. Glenwood Towers houses senior citizens and most of the collection is large-type materials.

The Richard B. Harrison and South Raleigh Libraries serve two differing populations. One part is middle-class, educated black and white patrons. The other part consists of black residents who are often labeled disadvantaged. These libraries have both ethnic and cultural considerations in their services, but also the problem of providing services to traditionally non-library users.

The Cameron Village, North Hills, Garner, and Cary Libraries serve urban-suburban populations. Income and educational levels are higher than the average for the county. Library use is high and demand for expanded services is constant as many people have moved to these areas from parts of the United States which have superior library services.

The Apex, Fuquay-Varina, Knightdale, Wake Forest, Wendell and Zebulon Libraries are located in small towns surrounded by rural farming areas. The community extends beyond the corporate limits. Library service has grown slowly over the years. In the past three years the rate of growth has accelerated. Library staff have had to work closely with the community to promote library use.

Problems which face these libraries are similar. For that reason, we have chosen to profile three libraries to provide the reader with an understanding of these problems. The libraries are North Hills, South Raleigh, and Zebulon Community Library.

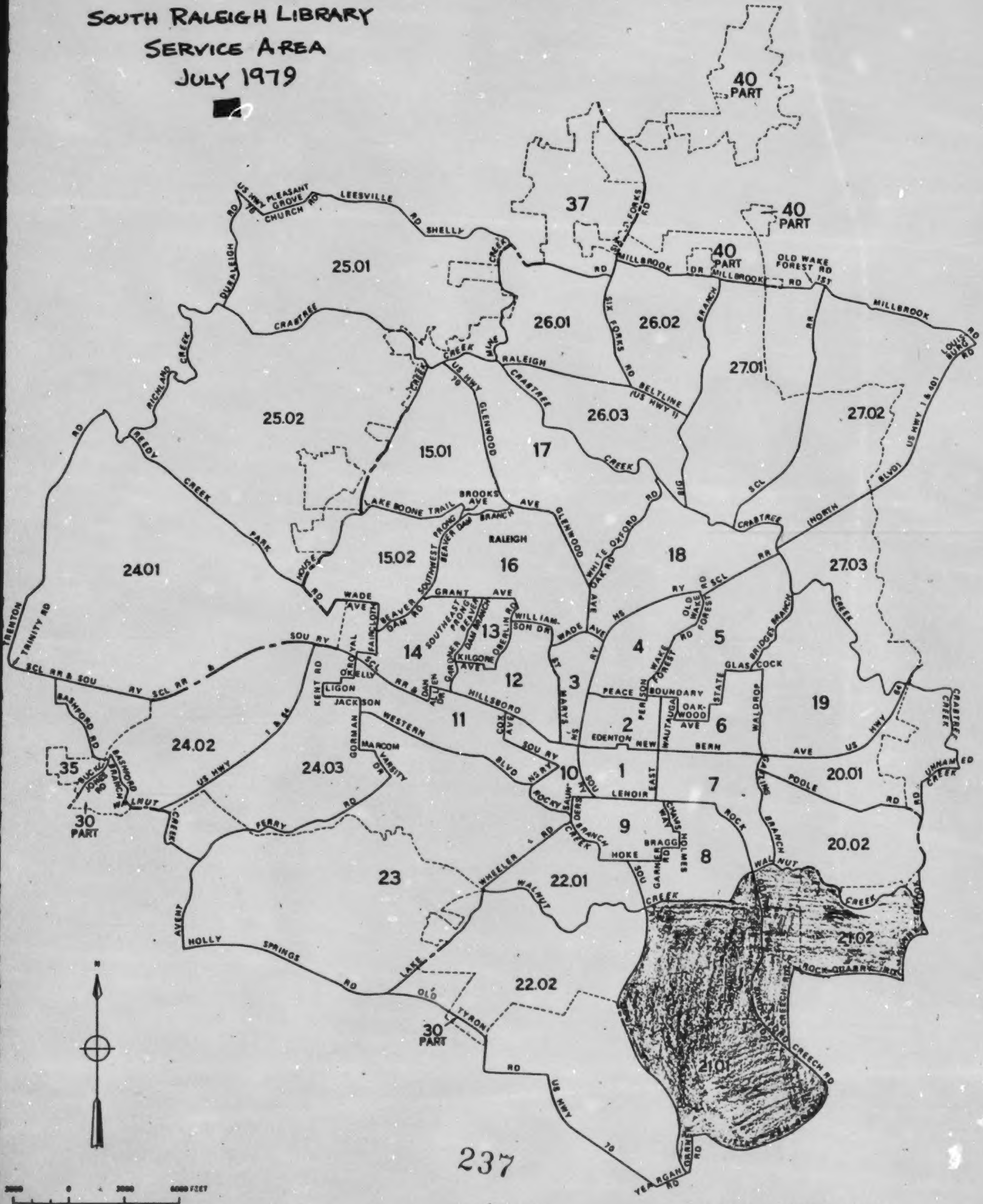
South Raleigh Library

Location - The South Raleigh Public Library is located in the Southgate Shopping Center, a small center with only three other rental spaces besides the library. Next door to the library is a beauty parlor. Around the corner is a convenience store and a private club. The shopping center is located at the intersection of Rock Quarry Road and Proctor Road. Census tract 521.02 contains the library and also a number of apartments and a small community center. As the census data reveals, this is not an affluent area. Across Rock Quarry Road (which is a four-lane highway) in tract 521.01 is a smaller community of neatly kept homes where more residents are middle class.

CENSUS TRACTS IN THE RALEIGH, N.C. SMSA

INSET MAP - RALEIGH AND VICINITY

SOUTH RALEIGH LIBRARY
SERVICE AREA
JULY 1979
■


40 PART
37
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25.01
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26.02
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17
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11
2
6
24.02
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35
10
1
7
20.01
30 PART
9
8
20.02
23
22.01
21.02
22.02
30 PART
21.01
RALEIGH
US HWY PLEASANT GROVE CHURCH RD
LEESVILLE RD
SHELLY
DURALEIGH RD
CRABTREE CREEK
RICHLAND CREEK
REEDY CREEK PARK
SIX FORKS RD
MILLBROOK RD
OLD WAKE FOREST RD
MILLBROOK RD
LOUISBURG RD
BELTLINE (US HWY 1)
GLENWOOD AVE
LAKE BOONE TRAIL
BROOKS AVE
BEAVER DAM BRANCH
SOUTHWEST PRONG
WHITE OAK RD
OXFORD RD
CRABTREE
US HWY 1 & 401
NORTH BLVD
SCL RR
TRENTON RD
TRINITY RD
SOU RY
SCL RR & SOU RY
WADE AVE
GRANT AVE
FAIRCLOTH
ROYAL
SOUTHEAST PRONG
OBERLIN RD
WILLIAMSON DR
KILGORE AVE
HILLSBORO
KENT RD
LIGON
JACKSON
GORMAN
WESTERN BLVD
MARCOM
VARSITY DR
ST MARYS
PEACE
PERSON
BOUNDARY
OAKWOOD AVE
WAKE FOREST RD
GLASCOCK
STATE
WALDROP
BRIDGES BRANCH
EDENTON
NEW BERN AVE
US HWY
LENOIR
EAST
POOLE RD
CRABTREE CREEK
UNNAMED CREEK
BASHFORD RD
US HWY 1 & 64
WALNUT CREEK
PERRY CREEK RD
ROCKY BRANCH
SAUNDERS
BRAGG
HOKE
GARNER RD
HOLMES
ROCK QUARRY RD
WHEELER RD
WALNUT CREEK
AVENT
HOLLY SPRINGS RD
LAKE
OLD TYRONE RD
US HWY 70
YEARGAN RD
CREECH RD
N
3000 0 3000 6000 FEET

1970 Census of Population and Housing
CENSUS TRACTS
RALEIGH, N. C.
STANDARD METROPOLITAN STATISTICAL AREA

Characteristics of the Community - The South Raleigh Library mainly serves the area forming census tracts 521.01 and 521.02. With respect to age levels, the census data reveals that 23% of the residents in 521.01 and 20.7% of the residents in 521.02 are between the ages of 5 and 13. This is above the percentage of the population 5-13 for Wake County as a whole which is 17.3%. In 521.01 the largest percentage of the population is in the 35-64 age range (31.2%) though 1/5 of the community also falls in the 19-34 age range. In 521.02 just the opposite is true; 34.2% of that community is 19-34 and only 17.4% is 35-64. 521.02 also has a larger percentage of children under 2 (10.4) than does 521.01 which has only 4.6% under two years old. Wake County as a whole has only 5.1% of the population which is under two and the percentage for North Carolina as a whole is approximately the same. As far as tract 521.02 is concerned, the library is dealing with a community with many young children and school age children, and adults who are in the young age range of 19-34, when most people would have children of that age. In 521.01, school age children would still form a potentially large group of patrons, but a large percentage of adults are also middle-aged.

Educational Level - Tracts 521.01 and 521.02 do not differ significantly in terms of the educational level of residents with respect to high school. In tract 521.01 52.7% of the people are high school graduates, whereas in 521.02 56% have finished high school.

In Wake County as a whole, 53.6% of the population finished high school. Differences between the two tracts and Wake County show up more clearly in the number of years of college completed. In 521.01, 22.2% of the population has been to college at least one year whereas in tract 521.02, 32.7% of the people have been to college. In Wake County as a whole, 30.8% of the population has finished one year or more of college, whereas in North Carolina as a whole, only 13.9% of residents have any higher education. Certainly the diversity of higher education in Raleigh: private schools, technical institutions, business colleges, state universities, has given more people in the area a chance to continue their education beyond high school. It should be noted, however, that even though 1/5 or more of the residents of these census tracts have had some college, around 1/5 also have only an eighth grade education. It may be inferred from this statistic that a significant percentage of the South Raleigh community could benefit from GED programs sponsored by the library. The conslusion might also be drawn that people with such limited educations are not likely to be avid users of a traditional library.

Employment - A higher percentage of men and women in both of the South Raleigh census tracts are in the labor force than is true of Wake County as a whole. In tract 521.01, 70.6% of the men and women over 16 are in the labor force and in tract 521.02, 74.1% are in the labor force. In the South Raleigh community, a larger percentage of women are working (31.4% and 39%) whereas in Wake County, only 25% of the women are in the labor force.

This probably means that many children in this particular area are in some form of day care center. It probably also means that library programs for adult females would get more response at night or on weekends.

As far as occupation goes, South Raleigh has a smaller percentage of residents engaged in professional and managerial professions (21.3% in 521.01 and 23.9% in 521.02) than does Wake County as a whole (29.4%). Conversly, South Raleigh has 27% (521.01) and 28.2% (521.02) of its workers engaged in labor and service occupations whereas only 19.1% of all Wake County workers are engated in this type of work.

In tract 521.02, the largest number of workers are in sales and clerical work (31.1%), while the second largest category is labor and service oriented. In tract 521.01, however, the largest percentage of workers are in labor service occupations followed closely by skilled workers (26.4%).

South Raleigh lags behind in median income in comparison to the rest of Wake County (median income - $9,557). Tract 521.01 is not far behind as the median income there is $9,328. On the other hand, tract 521.02 has a median income of $7,854, almost $2,000 less than Wake County as a whole. In 521.02, 26% of the residents have incomes of less than $5,000, while in 521.01, only 12.4% of the people have such a low income. 521.01 also has a much higher percentage of people with incomes in the $8,000-14,999 (56.6%) range than does tract 521.02 which only has 36.3% of the earners in this category. In Wake County, 16.1% of all workers earn from $15,000-24,999 in contrast to South Raleigh where only 10.5% of workers achieve this income.

From looking at occupation, income and educational level, it is evident that the two tracts which South Raleigh serves are somewhat different in character. Across a four-lane highway from the library is a growing black middle class community that has more use for services provided quite adequately at Richard B. Harrison Library (for example, student research at all age levels, leisure reading for college graduates, etc.). Both communities do seem to need GED classes, high-interest, low vocabulary materials and programs on survival skills such as child care, financial management and educational aid.

Transportation - there seems to be no shortage of transportation in the area. Regardless of the lower income level, 41.2% of tract 521.01 residents have one automobile and 45.7% own two automobiles, whereas 59% of families in tract 521.02 own one automobile and 23.4% have two automobiles available. In Wake County, 41.3% of those occupying housing units have one automobile and 39.3% have two automobiles. Tract 521.02 does have a significant number of housing units which have no automobile (13.03%) which, however, is only .33% above the average for Wake County.

In tract 521.01 there are only 7.3% of households without automobiles. Public transportation is available to the area, so most residents have some access to other areas of the city and to other libraries, as will be shown in the circulation sample which follows.

Library Registration - At the South Raleigh Library, the circulation and registration file was sampled to see what percentage of patrons were registered library borrowers and also where they registered to borrow. Current estimates of population for tract 521.01 indicate there are 4,408 people in the area. Of that number, 24.1% of these people were registered at South Raleigh. 10.1% of South Raleigh patrons in tract 521.01 were registered at Richard B. Harrison Library and 9.5% at Olivia Raney Library. In tract 521.02, 26.5 of the patrons (out of a population of 2,583) are registered at the library. In this tract, 11.3% of the people have South Raleigh cards, 9.8% are registered at Richard B. Harrison, and 5.4% at Olivia Raney Library.

It is not surprising that a significant number of patrons are registered at Harrison and Olivia Raney. Harrison is relatively close (only 2 miles away). It is a larger facility and has an excellent reference collection and black studies collection. Olivia Raney, as the headquarters library, offers the student a chance to use a large reference and magazine collection. In contrast, South Raleigh is a very small facility which can house only a limited amount of non-fiction and reference materials. Also South Raleigh was only established in 1973, so the residents in the area were accustomed to going elsewhere for library service. The unsavory atmosphere created by the loiterers around the shopping center also deters residents of the area from using the facility.

History of the Library - The South Raleigh Public Library was begun in January of 1973. A library had not been planned for in this area because Richard B. Harrison is accessible to South Raleigh residents and it does have an excellent facility. The Raleigh City Council felt, however, that there was a need for a library in this location. In its first year of operation, the circulation was 3,614. In 1973-74, 5,833; in 1974-75, 4,287; in 1975-76, 5,933; in 1976-77, 4,908; in 1977-78, 3,926. The annual report for the county library system 1974-75 accurately describes the situation at South Raleigh:

> "The South Raleigh Library has a history of unfortunate circumstances: poor location, drug traffic and crime, reluctance of parents to permit children to go to the library due to its surrounding environment, compounded by a neighborhood composed of residents who have tended historically to be non-readers and non-library users."

In 1975 a completely new staff was hired and a community survey was conducted. All sorts of programs were tried and circulation rose somewhat in fiscal year 1975-76. Statistics for fiscal year 1976-77 revealed that at South Raleigh, $31,364 of local funds was expended for 6,674 units of service which meant that the City of Raleigh was paying $4.70 - cost per unit of service. The next highest cost was at Richard B. Harrison which expended only $1.08 per unit of service (see chart on units of service for 1976-1977).

As a result of the high cost of service for this area, the Raleigh Advisory Library Board, in 1977, voted 4-1 to temporarily relocate or close the South Raleigh branch library. As a result of this decision, Jay Wozny, who was then an Extension Librarian in charge of South Raleigh, was requested to pose alternatives to the Southgate location. The alternatives were as follows:

SUMMARY OF CHOICES FOR SOUTH RALEIGH LIBRARY SERVICE

Choice A. Continue in present facility at Southgate at current level of service. This presupposes an improvement in immediate environment and subsequent level of use.
First year cost $32,463

Choice B. Placement of a modular-type library in the South Raleigh service area at current level of service. This presupposes a suitable location which would lead to higher levels of use.
First year cost $77,000 - $102,000

Choice C. Initiation of a traditional bookmobile operation to serve the South Raleigh area primarily. This bookmobile would use current staff and provide all services generally offered by bookmobiles.
First year cost $64,370

Choice D. Initiation of a non-traditional mobile service aimed at specific user groups, (especially children and teenagers). This service would use less staff, but would only supplement service from a large branch such as Harrison.
First year cost $29,612

Other Choices Incorporation of library services within other community centers may be a reasonable choice. Close cooperation would be required as would planning for level of service expected.

Cessation of all library service in the South Raleigh area proper, accompanied by increased operation of the Harrison Library should also be considered, in light of Harrison's penetration of this area.

When these proposals were taken to the Raleigh City Council, they voted to leave the library in the Southgate location. As a consequence of this vote, the Extension Librarian then made out a set of goals for the library for 1979. In October, 1978, a new branch supervisor and assistant branch head were hired. Circulation of materials has improved somewhat, but the library is still primarily used for hanging out. There are still a considerable number of loiterers in front of the building even though there are regular police patrols. In the spring of 1979, Carol Reilly, the Wake County Information and Referral Center Extension Librarian and Lin Siegle, the new Extension Librarian, proposed making the South Raleigh Library the center for information and referral. Personnel at South Raleigh are still under-utilized because of the lack of patrons and the I&R Center is terribly understaffed. This proposal (which is included at the end of this section) would seem to meet the needs of the community and would make the South Raleigh Library a viable operation. Otherwise, a bookmobile or other mobile service would seem a logical choice for the area, since it would eliminate the loitering problem and some personnel could be transferred to the busier Raleigh branches where they are sorely needed.

Facility - As indicated before, the South Raleigh Library occupies a storefront location, which is very accessible to the community, but which is very small. It has 1,906 square feet, while the ALA minimum standards for a library with this population is 2,901 more square feet. There is not sufficient meeting room space or work space for the staff. There are also very few tables and chairs: approximately 19 people can be seated, whereas there should be 31 seats in this library.

Personnel - The South Raleigh Library currently has two full-time staff members, a branch supervisor, and a branch assistant and one half-time library assistant. They are supervised by an Extension Librarian who is in carge of four other libraries.

Materials - There are approximately 6,471 books in the collection and 90 records. The library has subscriptions to 57 magazines and 3 newspapers. The library has access to the materials in all sixteen branches of the Wake County Library system and to materials outside the area through interlibrary loan.

Because the facility is small, only limited materials can be provided for research. There are quite a few books in the nonfiction area, but they are not well-used. In fact, most of the hard bound materials are poorly used. Only the magazines, newspapers and paperbacks are used frequently. Probably the library should be converted to a paperback library with more high interest/low vocabulary materials, magazines and pamphlet materials (such as an information center would have).

Services - The South Raleigh Library is open 62 hours per week. The hours are Monday, Wednesday, Friday and Saturday 9-5:30 p.m.; Tuesday and Thursday 9-9:00 p.m. and Sunday 1:30-5:30 p.m.

All services of the Wake County Department of Libraries are available through this branch.

Recent programming has been mostly for children. Day care centers come on a regular basis and one of the system's children's librarians spends one day a week there. Youth groups and senior citizens groups from the YMCA also attend regularly scheduled programs. Unfortunately, there is no separate room large enough for giving a program. All programs must be done in the public areas which would make it a bit difficult to conduct ABE and GED classes during library hours.

Reference work does not take up a large amount of time at the South Raleigh Library. The statistics are as follows:

Year	Questions Answered
1973-1974	334
1974-1975	169
1975-1976	71
1976-1977	752
1977-1978	497

It is hard to tell if the variance in statistics is a matter of record keeping or if the number of questions really fluctuated that much. Probably if South Raleigh had the Information Center files, the staff could answer many more questions of relevance to the community.

Future of the Library - A great deal of time and effort on the part of the library staff and succeeding extension librarians has been expended on improving patronage at the South Raleigh Library. Characteristics of the community suggest that the largest potential use of the library will be from children 5-13 and this has proved to be the case. The children for the most part, however, are not using the library's book collection, but are looking for sources of entertainment (games, films) which, in some cases, could be more adequately provided by the community center. Usage by this group also means that the library is virtually empty until after school except for groups which the librarian schedules. At night usage of the library is still mainly by young adults and children who are making relatively little use of any of the hardbound collection. As indicated before, magazines, newspapers and paperbacks are used more frequently. Even though some of the black middle class community would like to see a duplicate of Harrison for their neighborhood, the experience of the last six years tends to show that a traditional collection does not appeal to this community, and furthermore, Harrison is accessible to area residents.

The lower income of residents in the area coupled with the types of occupations and educational levels would tend to indicate that area adults would only be attracted by practical materials and information of relevance in their daily lives. Obviously with such a high percentage of men and women in the labor force and in a majority of occupations which are classified as labor and service, or sales, leisure time is probably limited. It is doubtful that much time can be devoted to recreational reading. Probably the materials and information offered by the Wake County Information and Referral Center by telephone and through direct contact would attract more adults into the facility.

Unless the location of the library is drastically changed, "hanging out" is always going to be a problem. Each day of the week the librarians encounter a variety of problems which make it difficult for them to enjoy their work. Only last week, two men got into an argument in the library and then walked outside where one brandished a gun. Men lounge in the library, talking to the librarians constantly and they are difficult to remove from the facility. This problem can only be totally solved by using a mobile unit, which ideally, would work out of the Harrison branch.

At this point, there seem to be two alternatives which would make better use of staff time and which would be more appealing to the community:

a) convert the library into an information center and completely change the collection;

b) have a funmobile instead of a permanent facility. A funmobile would have popular materials for different ages and space for programming for small groups.

At the moment a proposal to make South Raleigh into an information center is before the Raleigh Advisory Library Board and the Wake County Library Commission. Hopefully they will give such a plan serious consideration.

SOUTH RALEIGH LIBRARY

INCLUDING

LOCATION

PERSONNEL

PUBLIC SERVICE HOURS

PROGRAMS FOR SERVICE - GOALS
FOR FY 1979

OCTOBER, 1978

SOUTH RALEIGH LIBRARY

Location

The South Raleigh Library is located in Southgate Shopping Center on the corner of Rock Quarry Road and Proctor Road. A recent demographic analysis of the library's patron registration file indicated that the current facility lies in the center of patron residence, with the highest concentration of the library's patrons living in the apartment complexes adjacent to Proctor Road and west of Rock Quarry Road. As a result, library patrons are generally confronted with a minimum of vehicular traffic hazards.

Several proposals by the South Community Task Force Library Committee for Relocating the Library have been offered (see attachment). When viewed in terms of geographical location of the library's current patrons, however, each of the proposed locations have certain drawbacks, as follows:

a) The building that is presently under construction on Rock Quarry Road about a block from the library.

This site is on a busy road with no street access cutting directly through to the neighborhood where the majority of the library patrons live. In addition, an entrance ramp for the expressway will be cut adjacent to the building. Most importantly, all patrons, including children, will be required to walk a busy traffic artery in order to reach this location.

b) The building located at the corner of Old Garner and Newcombe Roads (formerly A&P Store).

This site appears to be the lest desirable of the four proposed locations. It is totally removed from the center of residential use. It is centered on the fringe of a neighborhood and is in an area that is rapidly becoming industrialized. In order to reach this site, most of the library's current patrons would have to cut through on Cross Link Road or through a residential neighborhood.

c) Set up a module unit at Shaw Foundations when the complex undergoes renovation.

The objection to this site is threefold: (1) again it removes the library from the current concentration of greatest use; (2) many of the library's patrons are children who would then have to cross Rock Quarry Road and Cross Link Road; and (3) a module unit that would provide less materials, storage capacity and fewer reader and meeting room seats, cannot give the level of service the current branch can give.

d) Use the Southgate Recreation Center for the Library.

The Southgate Center is located down Proctor Road from the library. Since the current problems caused by loiterers also exist at this Recreation Center, this site offers no advantages over the current site, and the lessened visibility might be considered a disadvantage.

As a result of this brief analysis of the four proposed locations, it does not appear that relocating the library would improve library services in the area. The question to be answered is not one of relocating the library - it is our opinion that the library is currently located in the most convenient and accessible facility available in the area. Neither is it a question of facility size or the problem caused by loiterers. The loiterer problem may be resolved through close cooperation with the new tenants of the convenient food market. Instead, the question to be answered is how to design a program of library services, regardless of the location, that will more accurately reflect and meet the needs of the South Raleigh comminuty.

Personnel

Position	Hours Per Week
Library Technical Assistant	40.0
Library Assistant	40.0
Clerk I	20.0
Total Staff hours Per Week	100.0

Public Service Hours

Day	Time	No. of Hours
Monday	9:00-5:30 p.m.	8.5
Tuesday	9:00-9:00 p.m.	12.0
Wednesday	9:00-5:30 p.m.	8.5
Thursday	9:00-9:00 p.m.	12.0
Friday	9:00-5:30 p.m.	8.5
Saturday	9:00-5:30 p.m.	8.5
Sunday	1:30-5:30 p.m.	4.0
Total Number Public Service Hours Per Week		62.0

Program of Service - Goals for FY1979

GOAL 1

THE SOUTH RALEIGH LIBRARY SHOULD ENCOURAGE RESIDENTS TO PARTICIPATE IN PLANNING LIBRARY PROGRAMS AND SERVICES BY ESTABLISHING A LOCAL COMMUNITY LIBRARY PLANNING COMMITTEE.

Probably one of the most important factors in working with the educationally and economically disadvantaged person is to begin where he is and not where the librarian thinks he ought to be.

Since the disadvantaged person is very apt to be one who through timidity, indifference, lack of knowledge, or fear of institutions will probably never get to a public library on his own, the library must come to him. But it must come to him on his level and with something that will assist him in improving his life, both economically and educationally. The way to find out what he wants and needs is to get him involved in the planning process.

All to often library programs designed for the disadvantaged have not involved the people for whom the programs are intended --no local library advisory committee; no direct face-to-face discussions with citizens or community leaders.

Libraries with experience in programs for the disadvantaged have found their greatest success when working with an advisory committee comprised of residents of the area, individual community leaders, and representatives from various local groups. Together with the library, this group must share in the planning, tell the library what is needed, and advise on what techniques to use.

Achievement Strategy

The South Raleigh Community Library Planning Committee will be organized during FY1979. The committee will be comprised of fifteen persons living within the South Raleigh Library service area. The organizational meeting of this committee will be held in January, 1979, with monthly meetings scheduled thereafter. Committee members will be identified and nominated by library personnel; appointment will be made by the Raleigh Advisory Library Board.

GOAL 2

THE SOUTH RALEIGH LIBRARY SHOULD DEVELOP AND MAINTAN A DIRECT, TWO-WAY COMMUNICATION WITH FEDERAL, STATE, AND LOCAL AGENCIES AND ORGANIZATIONS CURRENTLY INVOLVED IN THE AREA, BECOMING ACQUAINTED WITH THEIR STAFFS, PROGRAMS, GOALS AND OBJECTIVES.

Those libraries which have had the greatest success in working with the culturally and educationally disadvantaged are those which have not only cooperated freely with other agencies but have actively approached other agencies. The general isolationist tradition of libraries as separate agencies of government, with governing boards setting their own policies apart from other municipal or county departments, has caused the other agencies to overlook the library. Thus the library, in attempting to play a new role, is often faced with the alternative of taking the initiative in seeking a cooperative relationship, or being left out of important projects and plans to which it could make a valuable contribution.

Achievement Strategy

During FY1979 the South Raleigh Branch Librarian will devote approximately twenty-five percent of his time to developing and maintaining a direct, two-way communication with Federal, State, and local agencies and organizations currently involved in the area. A fact sheet will be compiled for each agency and organization. Information will include name, address, and telephone number of agency or organization; programs; goals and objectives; potential cooperative program development areas; contact person(s); notes; and correspondence.

GOAL 3

THE LIBRARY SHOULD DEVELOP A COMPREHENSIVE AND EFFECTIVE PUBLIC RELATIONS PROGRAM IN ORDER TO INFORM AREA RESIDENTS OF SERVICES AND PROGRAMS

Over and over we find that ignorance of the public library - - the fact that they are free, the diversity of programs, the locations of the branch, and that everyone is welcome - - are among prime reasons why the disadvantaged do not use the public library.

Library publicity to attract the disadvantaged must provide special appeals. Since so large a number of the disadvantaged may be functionally illiterate, publicity materials must be simple, graphic, colorful, and written in the language of those for whom it is intended. Conventional methods must often be discarded in favor of the unusual and the exotic.

Few words and many pictures, especially cartoons, are the rule when preparing material aimed at the functionally illiterate. People who read English poorly or not at all are repelled by masses of printed material. A few words or a compelling or humorous picture will generally catch the eye.

Achievement Strategy

Publicity materials have usually not been of the right type; they have not used an approach and language the disadvantaged can understand and respond to; and there has not been enough publicity channelled to the right places.

For better publicity, television and radio public service time will be used more extensively. Every possible type of printed publicity will be made available to people at organization meetings, by using doorknob hangers, face-to-face contacts, "bait" programs, talks, signs and posters in the favorite haunts of the disadvantaged, newspapers, etc. The art work and the language will be exotic and the message couched in their vernacular. Initial planning is also underway for the publication of a weekly library news article in the Carolinian.

GOAL 4

THE LIBRARY SHOULD DEVELOP PROGRAMS AND SERVICES DESIGNED TO MEET THE NEEDS OF PRESCHOOLERS AND SCHOOL AGE CHILDREN.

Many children from low income families have a restricted language background that requires special transitional techniques in order to bring them into the academic mainstream and normal library use.

Preschool and elementary-age children need unique services which both the public library and school library can contribute. Traditionally, however, these two institutions have not communicated well enough. The services which should be developed cooperatively must be identified and planned by school librarians and public librarians so that a specific program for the community can emerge. Cooperative programs must be built on specific strengths within each institution, with mutual assistance given where weaknesses occur.

Programs for the young adult must be both practical and flexible. Today's major problems revolve around drugs, sex, family relations, getting and keeping a job, and being able to adjust to school situations.

Achievement Strategy

A) Approximately thirty percent of the total materials budget will be utilized to acquire resources that will support the educational program and recreational reading interests of students enrolled in graded K-6. Ten percent of the budget will be used to support the development of collections designed for the disadvantaged preschooler. Specific programs scheduled for implementation include: 1) visits to the library by elementary school classes; 2) meetings between public librarians and school librarians and other educators; 3) weekly preschool programs; 4) in-house and outreach day care center programs; 5) after school film programs, craft workshops, etc., for elementary school students; and 6) a study to determine the feasibility of developing a tutoring program for elementary school students.

B) Approximately twenty percent of the materials budget will be utilized to support the educational and recreational interests of high school students. Bibliographies of materials of interest to teenagers will be constructed and widely distributed on a monthly basis. In addition, a study to determine the feasibility of developing a tutoring program for high school students will be conducted.

GOAL 5

THE LIBRARY SHOULD SUPPORT ADULT BASIC EDUCATION READING PROGRAMS WITH A WIDE RANGE OF MATERIALS AND SERVICES

Today the public library, acting responsively as a social institution must attack with even greater effort the problem of the illiterate minority. The presently accepted criterion of literacy is an education of at least five years of school attendance. However, such a definition does not arrive at the heart of the problem, for if we use "functional illiteracy" as our measure it includes a much larger proportion of the population, and the problem becomes much more serious.

Although libraries have been somewhat over-cautious in taking on the task of combatting illiteracy in the past, such activities have spread in recent years and many excellent programs are now under way.

Achievement Strategy

During FY1979 the South Raleigh Library will support the development of adult basic education reading programs as follows:

1) Take the initiative in cooperating with other agencies and individuals involved with and concerned about the functionally illiterate

2) Supply information to the community and its leaders concerning the availability of local, state and national literacy programs

3) Provide materials to individuals for self-study

4) Maintain bibliographies of instructional materials and books of adult interest in simple language on subjects of interest to the functionally illiterate

5) Offer the library as a meeting place for on-going literacy classes

6) Provide materials needed by on-going literacy classes

7) Expend approximately twenty percent of the library's materials budget to acquire ABE reading materials

8) Investigate the feasibility of sponsoring ABE and GED classes

GOAL 6

THE LIBRARY SHOULD PROVIDE PROGRAMS AND SERVICES WHICH WILL ASSIST LOCAL RESIDENTS TO COPE WITH SURVIVAL PROBLEMS

Life-coping skills have been defined as the skills and knowledge needed to interact effectively in one's environment: Housing; Income; Health; Child Care; Safety; Nutrition; Crime Prevention; Legal Services; etc.

Achievement Strategy

1) Twenty percent of the total materials budget will be utilized to acquire high interest, low vocabulary materials which will assist local residents to cope with survival problems.

2) Public meetings dealing with specific coping skills will be conducted on a regular monthly basis, beginning January, 1979.

Budget

1) FY 1979

No increase over current approved level of funding

2) FY 1980

Budget proposal to be based on achievement of "Program of Service - Goals for FY1979" during period November 1978 - February 1979.

APPLICATION OF SOUTH RALEIGH LIBRARY GOALS TO THE MERGER PLAN

The goals proposed for the South Raleigh Library for 1979 in the document entitled "South Raleigh Library: October, 1978" will definitely be furthered by the introduction of Information and Referral Service.

Goal One, the establishment of a local community planning committee, has already been accomplished and the goals listed below can be successfully met with the merger of Wake County Information and Referral Center and the South Raleigh Library. This merger would involve moving the I&R Center, along with the I&R Clerk, to the South Raleigh Library. The I&R Center would remain a county-wide service but at the same time would be much more accessible to South Raleigh residents.

Goal Two states that "The South Raleigh Library should develop and maintain a direct, two-way communication with Federal, state and local agencies and organizations currently involved in the area, becoming acquainted with the staffs, programs, goals, and objectives." Because Wake County Information and Referral Center maintains up-to-date files on agencies and organizations that might provide help to patrons, the staff (South Raleigh Library employees and the Information and Referral Center Clerk) would have access to current information on agencies and organizations and would, in fact, be responsible for keeping those files up-to-date. Secondly, as part of their activities as information specialists the librarians would make visits to the important human service agencies where they would actually interview staff members and be given tours of these facilities. Because the employees would be operating a referral service, contact with local groups and other organizations will be part of the day-to-day routine.

Goal Three states that "the Library should develop a comprehensive and effective public relations program in order to inform area residents of library services and programs." The Extension Librarian in charge of Wake County I&R Center, Carol Reilly, has conducted several successful public relations campaigns. During the past 7½ years she established the Information and Referral Center (which in 1971 was an entirely new library service in Wake County and in North Carolina), added the Adult Learning Information Center and the Outreach Project, and then tried to keep the Center visible to the public and to agency professionals after most of the funding ended in 1978.

To make community residents aware that they could call or walk into the public library for information and service, Mrs. Reilly used TV and radio public service announcements, press releases, local and national journal articles, TV and radio interviews; flyers, posters, brochures, and other publicity items for distribution; speaking engagements; paid advertising, and directories published by the Center. She or other I&R Center personnel also sponsored programs in cooperation with other agencies and attended many meetings, events and programs sponsored by other agencies. Publicity for the Center was intended to attract people to other library services as well,

I&R Center statistics reveal that in the first six months that the Center was open (December, 1971 - June 30, 1972) only 185 questions were answered whereas 745 questions were answered from July, 1972 - June 30, 1973. By June 30, 1975, the number of questions had risen to 3,086; in 1976 the number was 6,651; in 1977, 10,651; and in 1978, 11,072. These statistics attest to the success of the operation and to continuous and effective public relations. Given the opportunity to build on previous PR efforts in the county, the Center will definitely draw people into the South Raleigh Library.

Through an Outreach Project (1974-1977) the Center also aimed its services at specific census tracts where a majority of people appeared to be geographically isolated and/or socio-economically disadvantaged. The South Raleigh community was one of the "target areas" for the Outreach Worker. To make people in these areas aware of the information and referral service, other library services and other agencies, the I&R staff visited people where they gathered (churches, adult basic education classes, laundromats, beauty parlors, CETA orientation sessions, grocery stores). The staff also made limited door-to-door contacts. The Center's Extension Librarian is, therefore, experienced in reaching communities where people may not read the newspaper frequently, listen to a radio or watch TV regularly, have access to or be knowledgeable about community resources. Some individuals (e.g., older adults at Holly Springs) were introduced to library services and materials for the first time through the Outreach Project. At the same time, they had opportunities to ask questions about personal and family needs that could be met through other agencies.

Goal Four deals with children's services, and it says the following: "The library should develop programs and services to meet the needs of preschoolers and school-age children." One of the children's librarians for Wake County Public Libraries is already conducting preschool story hours and programs for school-age children on Wednesdays. At other times day care centers and YMCA groups are scheduled. Under this proposal the library would continue to maintain a strong children's collection. In addition, the Wake County Information and Referral Center would offer information on parent education, child care resources, educational opportunities for children and other topics that would be beneficial to present and potential library users.

Goal Five expresses the aim go "support Adult Basic Education Reading Programs with a wide range of materials and services." The Wake County I&R Center files contain information on literacy and other adult learning programs available in the county. The Center's extension librarian is familiar with many contact persons in local programs and institutions. The types of information that the Center can offer on human services should also attract adults who need literacy programs and library materials adapted to their learning/reading levels. The Adult Learning

Information Center, which was operated by the I&R Center from 1975-1978, made Wake County residents aware of formal and informal learning opportunities available to adults at all educational and socio-economic levels.

Finally, Goal Six states that "The library should provide programs and services which will assist local residents to cope with survival problems" A basic aim of Wake County Information and Referral Center is to link individuals with any agency or group that can help relieve their problems and provide appropriate information. Since the staff at South Raleigh will regularly attend agency and group meetings, and will be updating information about community resources, these employees will be better able to develop library-sponsored programs dealing with survival skills and needs (employment, job training, nutrition, health, child care, budgeting, housing, etc.) in cooperation with other agencies. Just as with programs on educational opportunities, programs on the above topics would be related to library services and materials.

The quality of I&R service also depends on followup with I&R users referred to other agencies to ensure that they receive the assistance they have requested. The South Raleigh Library staff's training would enable them to do followup. The results of the followup on referrals can in turn point to the need for community forums and workshops on important issues.

JUSTIFICATION FOR MOVING WAKE COUNTY INFORMATION AND REFERRAL CENTER (I&R) TO SOUTH RALEIGH LIBRARY

Working together, the Information and Referral Clerk and the employees currently at the South Raleigh Library would be able to incorporate information services into library service. As a result the level and quality of all services from that branch would be improved. All employees would become familiar with all types of materials in the South Raleigh Library and would be able to help all patrons, regardless of need.

The staff would be trained together and supervised and evaluated by both Extension Librarians to ensure the success of this joint venture. Employees at South Raleigh, including the I&R Clerk, would report directly to the Branch Supervisor.

Although the Information and Referral Center would be located in the South Raleigh Library, the Center would still serve the entire county.

Moving the Wake County Information and Referral Center to South Raleigh would result in the following benefits:

1. ENRICHMENT OF LIBRARY SERVICES AT THE SOUTH RALEIGH LIBRARY BY:

    a. Offering both traditional and non-traditional services and materials to the South Raleigh population.
    b. Providing immediate access for South Raleigh staff and patrons to information on community agencies, groups, and other resources.
    c. Bringing to South Raleigh Library additional professional expertise in information and referral service and public relations/outreach.
    d. Combining the ideas, experiences and knowledge of the whole South Raleigh/I&R staff and the Extension Librarians in order to develop programs for adults and children. Programs would include activities sponsored inside and outside the library in cooperation with other agencies, and would relate to library materials and the needs of library users.

2. BETTER UTILIZATION OF PERSONNEL BY:

    a. Better use and training of existing South Raleigh personnel.
    b. Sufficient staffing for the Wake County Information and Referral Center so that client services, public relations, reporting, collection and updating of information on community resources, and program evaluation can be maintained and improved.
    c. Gain in personnel for South Raleigh Library (the I&R Clerk).
    d. Better use of the time of the Extension Librarian now supervising the I&R Center. She is the only Extension Librarian directly assigned as a staff member to a public service point.

3. IMPROVED VISIBILITY AND ACCESSIBILITY FOR SOUTH RALEIGH LIBRARY AND THE I&R CENTER THROUGH:

    a. Outreach and other public relations activities carried out by staff in order to increase use of the South Raleigh Library. These efforts would be based on, and would build on, the I&R Center's 3-year Outreach Project and other experiences during the past 7½ years.

b. The return to having one main I&R Center telephone number answered throughout the week by trained employees.

c. Parking available for the Center's users, future library/I&R volunteers, and visitors from other agencies.

d. Locating the I&R Center on the main part of the floor at the South Raleigh Library, adjacent to the Circulation desk (since April, 1978, the Center has been located in the basement at Olivia Raney Library).

4. MORE PROFESSIONAL EXPERTISE AND RESOURCES FOR MATERIALS SELECTION/COLLECTION DEVELOPMENT THROUGH:

a. The involvement of both Extension Librarians in building a collection of print and non-print materials more useful for the informational, cultural, educational, and leisure needs of the South Raleigh population. These materials could also be used as resources for future programming and for attracting new library users.

b. Access to materials budget for acquisition of I&R materials needed in the library.

5. MORE INVOLVEMENT OF COMMUNITY MEMBERS IN LIBRARY:

Through training of South Raleigh Library/I&R staff and through careful recruitment and supervision of volunteers, volunteers from South Raleigh and the community at large could aid (but not replace) paid employees in program planning, public relations and certain other activities. The I&R Center has used volunteers for the past 1½ years to supplement paid staff.

PROPOSED SHORT-RANGE STAFF TRAINING PLAN ON INFORMATION AND REFERRAL, PUBLIC RELATIONS/OUTREACH, AND RELATED TOPICS

May & June (could invite employees from other branches as appropriate):

1. General orientation for Lin Siegle and South Raleigh staff to Information and Referral: definitions, clientele, etc.

2. Introduction to Wake County Information and Referral Center files, other materials from and about agencies, Help directory, I&R literature.

3. Procedures and policies for I&R (e.g., interviewing and record-keeping).

4. General standards, functions, policies for I&R (national).

5. Statewide I&R and local affiliates (Care-Line staff).

6. Review of forms used in I&R/relationship of forms to policies and procedures.

7. Public relations (PR) for I&R and overall library service:
   a. Definitions, goals, planning of PR in general and specifically for library service such as I&R.
   b. Attitudes toward the public and relationship of attitudes to telephone and walk-in service and outreach efforts (use PR film, YWCA Workshop, telephone company representative, discussion, literature, Lynn Tucker, Odessia Alston, and other local resource people).
   c. Working with news media (literature, Lynn Tucker, Joyce Maret, Leila Tvedt, JoAnn Wyatt, Bill Frazier, Bob Kolin, Procopio from WCPE, "Carolinian," and/or other local resource people from educational and commercial news media).
   d. Public speaking: techniques, uses in outreach (local resource people from Toastmasters, Community Schools, etc.).
   e. Graphics/bulletin boards/displays: Ron Jones, Joel Jackson, Dickie Massey, and/or other resource people on library staff and from community.
   f. Planning for publicity about moving I&R to South Raleigh.

8. Work on individual and group basis with SR employees on supervision and management, filing and record-keeping, volunteer supervision and use of existing I&R volunteers, motivation and assertiveness, and other aspects of their assignments (Georg'Ellen Betts, VISTA staff, Lynn Tucker, workshops, literature, Loretta Mershon and other resources).

9. Human relations/internal communications (workshops, Sarah Davis-Walker, Liz Lance, Martha Sorenson, Becky Leonard, NCSU Counseling Lab (Guidance and Personnel Dept.), and/or other resource people).

10. Orientation to major agencies and human services in Wake County:
    a. Selection of meetings to attend.
    b. Review of questionnaires and other materials at Center about these agencies and services.
    c. Some agency/organization personnel to be invited to visit SR to meet with staff: e.g., Childbirth Information, Raleigh Literacy Council, Margaret Dorsett and Dot Lokey, Project Enlightenment, Ron McLean, Mental Health, Housing Authority, Wake Tech., Legal Aid, Wake Opportunities, Hopeline, Women's Aid.
    d. Selection of agencies to visit: e.g.,
       - Community Development Outreach
       - Community Schools
       - Raleigh CETA
       - Wake CETA
       - Raleigh Housing Authority
       - DSS: Medicaid, Food Stamps, Child Support, Family Planning, Adoptions, Problem Pregnancy Counseling
       - Catholic Social Services/Outreach
       - Wake Opps. Community Action Centers, Headstart, Elderly Nutrition, etc.
       - Council on Aging
       - Women's Center
       - Health Dept.
    e. Discussion of reasons and procedures to follow in visiting agencies in order to encourage exchange of information.
    f. Preliminary discussion of possibilities for library-agency cooperation.

July through December:

11. Scheduling attendance at other meetings and events, visits with other agencies, visits to Foreign Language Collection in Fayetteville, an education information center in N.C. and another I&R Center in N.C.

12. Discussion and planning of initial outreach and programming ideas and efforts.

13. Further training in PR and other topics through workshops sponsored by other agencies and organizations.

June/July:

14. Volunteers in library service: further discussion and training in planning, recruitment, supervision, evaluation (DOVIA, literature, other resources).

July/August:

15. Release of story on I&R Center to local news media, State Library, state

and national journals - - probably timed with publication of Help directory.

Review

July, September, December:

16. Individual and group and project evaluations:
    - job descriptions and assignments
    - training
    - performance, attitude
    - reactions to change in I&R/South Raleigh Library: South Raleigh Library staff, other library staff, Boards, agencies
    - review of goals, procedures, policies
    - discussion and planning for changes which may be needed.

ARRANGEMENT OF SPACE IN THE SOUTH RALEIGH LIBRARY TO ACCOMMODATE AN INFORMATION CENTER

Wake County Information and Referral Center owns several desks, filing cabinets, a storage cabinet and shelving all of which would be moved to the South Raleigh facility. To make better use of the space available at South Raleigh the furnishings and shelving would be arranged in the following manner:

1. The Information Center equipment will be placed adjacent to the Circulation desk so that all staff members can carry on work for the Information Center and traditional library service from the same area. We want WIC (Wake County Information and Referral Center) to be totally merged with the library rather than seeing it as a service apart. The small conference room located behind the WIC desks should prove to be a quiet place for private interviews with patrons by staff or other agencies. Also a limited amount of programming could be carried out in this room.

2. The lounge area which includes magazine shelving would be moved to the rear of the library near the bathrooms to reduce noise levels near the desk area, and yet still provide a comfortable place for patrons.

3. The children's area would be moved from the right hand side of the library to the left rear corner and a portable partition would be placed between the desk area and the children's area. With the addition of free standing shelving, the children's area will become a cozy space where film programs can be shown without disturbing the rest of the library. A screen will be hung from the wall jutting out on the left so that only one row of lights (as opposed to all library lights under the present arrangement) would have to be turned off to show a film.

4. The adult section of shelving would be shifted to the right side of the library and more paperback racks will eventually be bought to maintain a good adult collection, which is more responsive to the needs of the community. By moving the adult section to the right, all adult areas will be together - the reference collection, lounge area and nonfiction collection. Space will be conserved wherever possible by using paperback materials, so the maximum amount of information can be fitted into a limited amount of space.

AUTHORITY/RESPONSIBILITY: LIN SIEGLE AND CAROL REILLY

As Extension Librarians for the joint South Raleigh Library - Wake County Information and Referral Center project, - Lin Siegle and Carol Reilly will work as a team on the following tasks:

1. Preparation of job descriptions, including percentages of time for all staff involved.
2. Staff scheduling
3. Staff training
4. Personnel selection and evaluation
5. Collection development
6. Planning and ordering of equipment
7. Budgeting
8. Reporting
9. Periodic and general evaluation of goals and activities
10. Planning for goals, management and future activities.

The two Extension Librarians will retain separate responsibility for ensuring that the following tasks are accomplished. However, they and the staff will cooperate whenever necessary on:

Lin Siegle

1. South Raleigh programming
2. Delivery of traditional library services at S. Raleigh, ensuring that library policies and procedures are followed.
3. Working with South Raleigh Library Advisory Board
4. Working with the Children's Librarian who serves South Raleigh Library.
5. Completion of time sheets and regular administrative forms

Carol Reilly

1. Information & referral service in the library system, including South Raleigh
2. Non-traditional library services at South Raleigh
3. Public relations, publicity, and outreach related to I&R in the library system, including South Raleigh.
4. Working with the Wake County I&R Center Advisory Board
5. Correspondence related to I&R
6. Decisions on systems for labelling and indexing materials to be filed.
7. Working with the printer and with volunteer & paid staff to complete the 5th edition of Help for the Citizens of Wake County
8. Working with the library bookkeeper, County Finance Dept., and library employees to keep financial and statistical records on distribution of the 5th ed. of HELP.
9. Use and disposition of I&R equipment & furnishings bought with Federal grants 1974-1978.

SUGGESTED DIVISION OF RESPONSIBILITIES AMONG SOUTH RALEIGH/ INFORMATION & REFERRAL STAFF

The job descriptions on file for existing South Raleigh Library personnel will remain in effect. However, in keeping with this proposal, every staff member at South Raleigh Library will also be trained and expected to serve as an information specialist.

The I&R Clerk vacancy will probably be filled by an employee whose training and/or work experiences are related to I&R. If this employee does not also have previous library experience, he or she will be trained and expected to assist the other employees at South Raleigh with library services in addition to I&R.

ALL STAFF MEMBERS WILL BE RESPONSIBLE FOR:

1. Learning the definition and purposes of I&R
2. Learning the relationship of I&R to other library services.
3. Assisting patrons with I&R and other library questions over the telephone and in person.
4. Locating and refiling information in the I&R collection.
5. Obtaining and verifying information from agencies and organizations about their services over telephone, by mail and in person.
6. Rotating (monthly or bimonthly) the clipping and filing of newspaper articles for I&R files.
7. Assisting Extension Librarian, Carol Reilly, in finishing the preparation of the 5th edition of Help for the Citizens of Wake County and in implementing the distribution of published copies.
8. Keeping records of their I&R contacts with individuals, groups and agency professionals.
9. Assisting in publicity/outreach efforts.
10. Assisting in planning and carrying out library-sponsored programs for the public.
11. Participating in training to enable them to carry out their duties and improve their performance.
12. Cooperating as needed with each other in carrying out all assigned duties at South Raleigh Library.

BARBARA ALSTON, Branch Supervisor - Primary responsibilities added to library job description:

1. Ensures smooth flow - on day-to-day basis at the I&R Center, including service to patrons, followup on referrals and related procedures.

2. Works with Extension Librarians on planning, I&R problems, scheduling, and staff training.

3. Makes sure that all I&R materials are filed or handled promptly and accurately.

4. Works with Extension Librarian and I&R Clerk on weeding and updating of I&R collection.

5. Works with Extension Librarians and all staff on program planning, community surveys, evaluation of I&R services, related activities and selection of materials for the library collection.

6. Submits to Extension Librarians monthly and other reports on I&R questions, distribution of IR& publications, public relations/outreach, and programming (in addition to submitting required administrative reports and forms).

BARBARA RICHBURG - Library Assistant - Primary responsibilities added to library job description:

1. Handles library programming, under direction of Extension Librarian, Lin Siegle.

2. Handles public relations/outreach under direction of Extension Librarian, Carol Reilly.

3. Handles volunteer recruitment and supervision under direction of Extension Librarian, Carol Reilly.

INFORMATION AND REFERRAL CLERK - Clerk IV - Primary responsibilities under direction of Extension Librarian, Carol Reilly, in addition to helping as needed with other library services

1. Checks I&R files on continuous basis to determine which materials should be replaced or updated. Sends questionnaires to agencies and organizations and files questionnaires. Keeps records on ready reference collection: titles, new acquisitions, overnight loans, etc. Maintains inventory of frequently used handouts (agency literature, maps, bus schedules, etc.) in order to keep sufficient quantities of each item in stock.

2. Updates 5th edition of Help directory throughout the year after it is published. Sends update/correction sheets monthly or as often as necessary to other public libraries in system.

3. Updates lists of civic, garden, book and hobby clubs. Compiles new lists annually after sufficient updated information has been obtained by questionnaires and telephone verification. Submits lists to secretary at headquarters library for typing and photocopying. Distributes photocopies to all branches and to patrons on request.

4. As time permits, prepares and updates other special lists suggested by Extension Librarians or other staff. Compiles new lists annually after collecting questionnaires or verifying by telephone the material to be included. Submits lists to secretary at headquarters library for typing and photocopying. Distributes photocopies to all branches and to patrons on request.

5. Compiles monthly statistical reports on I&R services from records kept by each staff member at South Raleigh. Submits reports to branch supervisor. May also be asked to help Expention Librarian Carol Reilly, prepare statistical reports or answer some I&R correspondence.

WESLEY ALSTON - Clerk II - Primary responsibilities added to library job description:

1. Follows up on telephone and written referrals of patrons to specific contact persons, offices or programs within agencies, organizations and institutions. Can take care of followup procedure primarily at night and on weekend; other library staff can help as needed on weekdays.

2. Helps I&R Clerk prepare and update club lists, other special lists, and I&R files by making calls and addressing questionnaires at night and on weekend.

3. Orders pamphlets and other materials available free of charge on careers, occupations, vocational training, student financial aid, adult basic education, literacy, consumer education and similar topics.

CENSUS TRACTS IN THE RALEIGH, N.C. SMSA

INSET MAP - RALEIGH AND VICINITY

NORTH HILLS SERVICE AREA
INSIDE CITY LIMITS
JULY 1979

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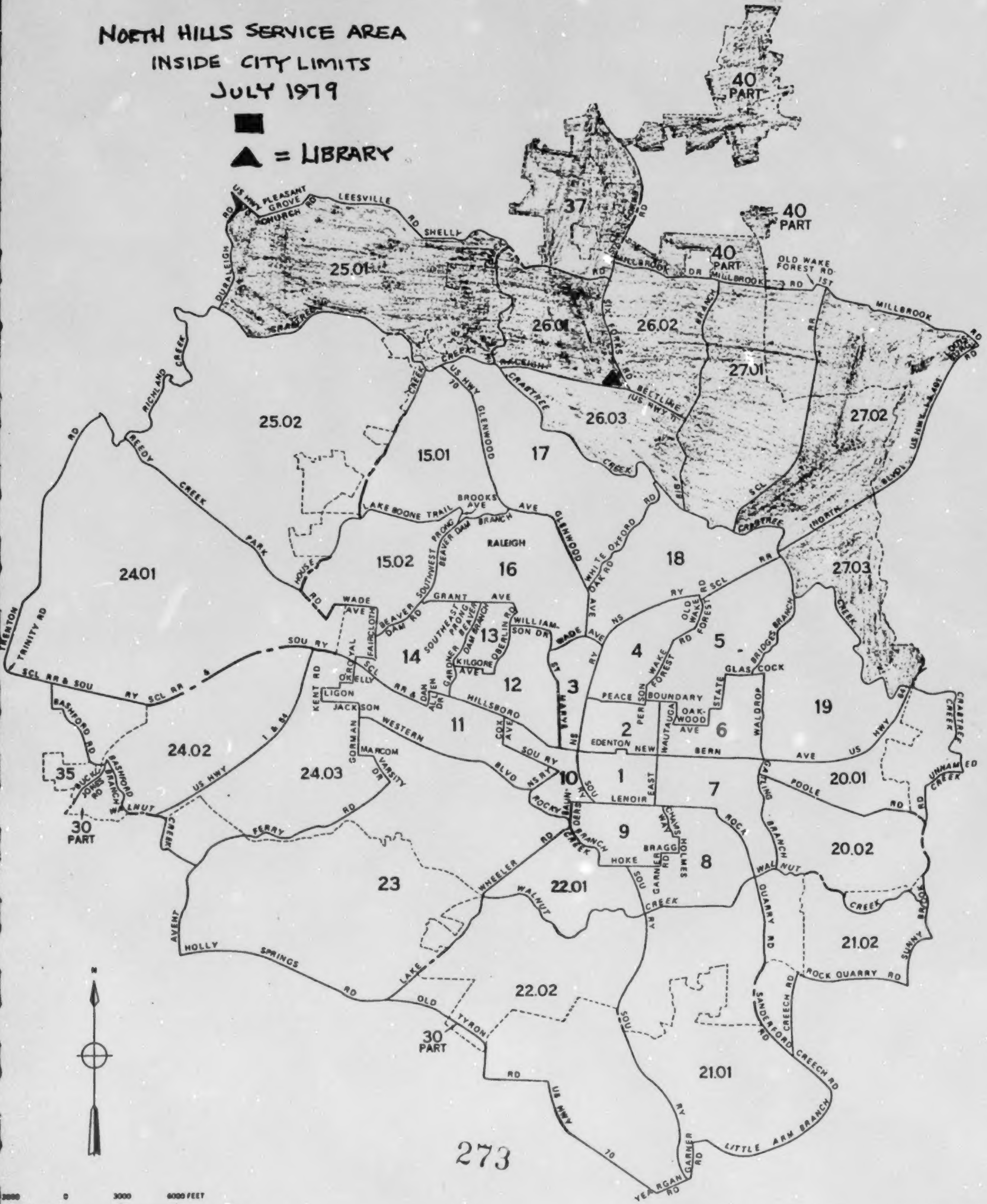
▲ = LIBRARY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OLD WAKE FOREST RD
DURALEIGH RD
CRABTREE
RICHLAND CREEK
US HWY 70
GLENWOOD
CRABTREE
BELTLINE US HWY 1
SIX FORKS RD
REEDY CREEK PARK
LAKE BOONE TRAIL
BROOKS AVE
WHITE OAK RD
OXFORD RD
SCL
NORTH BLVD
WADE AVE
GRANT AVE
BEAVER DAM RD
SOU RY
TRINITY RD
SCL RR & SOU RY
HILLSBORO
PEACE
BOUNDARY
OAKWOOD AVE
GLASCOCK
WALDROP
EDENTON
NEW BERN AVE
US HWY
WESTERN BLVD
JACKSON
LIGON
MARCOM
VARSITY DR
GORMAN
KENT RD
BASHFORD RD
BUCK JONES RD
WALNUT
CREEK
I & 64
US HWY
FERRY RD
ROCK QUARRY RD
LENOIR
POOLE RD
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BRAGG
WHEELER RD
WALNUT CREEK
HOLLY SPRINGS RD
AVENT
LAKE
OLD TYRON RD
US HWY 70
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GARNER RD
YEARGAN RD
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1970 Census of Population and Housing
CENSUS TRACTS
RALEIGH, N.C.
STANDARD METROPOLITAN STATISTICAL AREA

CENSUS TRACTS IN THE RALEIGH, N.C. SMSA

NORTH HILLS LIBRARY
SERVICE AREA
OUTSIDE RALEIGH CITY LIMITS
JULY 1979

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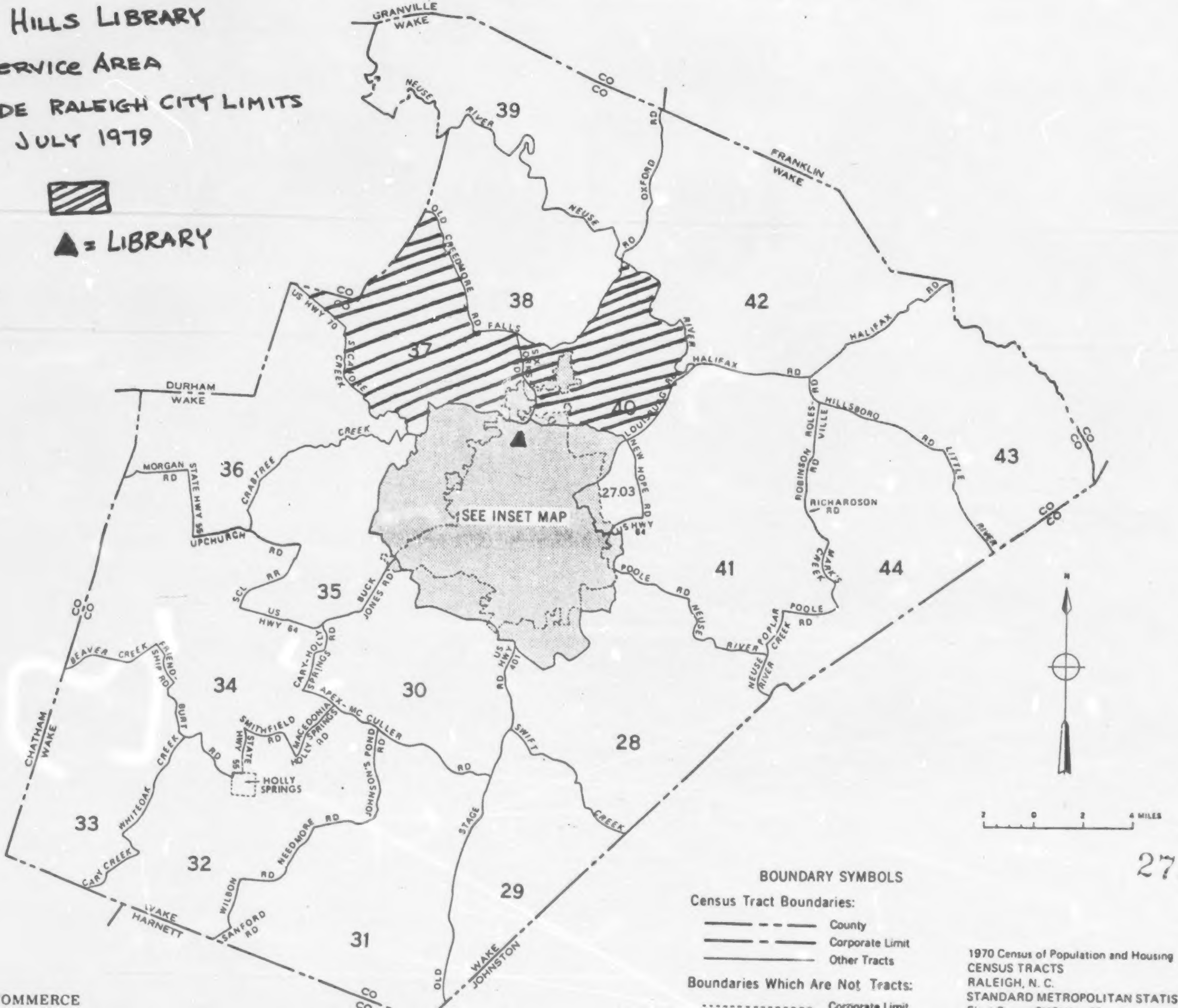
▲ = LIBRARY


GRANVILLE
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CO
CO
OXFORD
RD
FRANKLIN
WAKE
NEUSE
RD
OLD CREEDMORE RD
38
42
CO
US HWY 70
37
FALLS
SYCAMORE CREEK
RIVER
HALIFAX
HALIFAX RD
40
LOUISBURG RD
DURHAM
WAKE
CREEK
HILLSBORO RD
ROLES-VILLE RD
ROBINSON
LITTLE RIVER
43
CO
CO
MORGAN RD
36
STATE HWY 98
CRABTREE
SEE INSET MAP
27.03
NEW HOPE RD
US HWY 64
RICHARDSON RD
CO
CO
UPCHURCH RD
SCL RR
35
US HWY 64
BUCK JONES RD
POOLE RD
41
MARK'S CREEK
44
POOLE RD
NEUSE RIVER
POPLAR CREEK
CO
CO
BEAVER CREEK
FRIENDSHIP RD
34
CARY-HOLLY SPRINGS RD
30
APEX-MC CULLER RD
US HWY 401
NEUSE RIVER
BURT
SMITHFIELD RD
MACEDONIA
HOLLY SPRINGS RD
SWIFT
28
CHATHAM
WAKE
CREEK
STATE HWY 55
HOLLY SPRINGS
JOHNSON'S POND RD
RD
WHITEOAK
STAGE
CREEK
33
NEEDMORE RD
CARY CREEK
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WILBON RD
29
WAKE
HARNETT
SANFORD RD
31
WAKE
JOHNSTON
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BOUNDARY SYMBOLS

Census Tract Boundaries:

——— - - ——— County
——— - ——— Corporate Limit
——————— Other Tracts

Boundaries Which Are Not Tracts:

.... Corporate Limit

1970 Census of Population and Housing
CENSUS TRACTS
RALEIGH, N. C.
STANDARD METROPOLITAN STATISTICAL AREA

ANALYSIS OF NORTH HILLS LIBRARY

Location - The North Hills Library is located on the lower level of the North Hills Fashion Mall which is on Six Forks Road. The mall is also immediately off the U.S. 1-64 bypass, so it is a convenient shopping center for residents of the whole North Hills area.

Characteristics of the Community - The North Hills Library draws patrons from a number of census tracts in the county including 525.01, 526.01, 526.02, 526.03, 527.01, 527.02, 527.03, 537 and 540. A profile of the "public" for this library was achieved by combining data from the individual tracts as there were many similarities between the communities involved.

Age of the North Hills residents - the North Hills area has a larger percentage of children 13 and under than does Wake County or North Carolina as a whole. In North Hills, 33% of the population of 13 or under (23% are 5-13, 6% are under the age of 2), whereas in Wake County 25.8% of the citizens are 13 or under and in North Carolina 26.5% are in that age category. Approximately one-fourth of North Hills residents are aged 14-34 and 31% (the largest percentage in any age range) are 35-64. Senior citizens (65 and over) constitute only 3% of the North Hills population whereas this age group constitutes 6.7% of the population of Wake County and 8.2% of the population of North Carolina.

A sample of registration and circulation file - a sample of 500 was taken from both the borrower and registration files to determine number of males and females, children and adults that used the facility. The results are contained in the following chart:

Patrons	Registration File	%	Borrower File	%
Juvenile female	31	6%	43	9%
Adult female	271	54%	330	66%
Juvenile male	46	9%	31	6%
Adult male	132	26%	96	19%
Subtotal Adults	423	85%	426	85%
Subtotal-Juveniles	77	15%	74	15%
TOTAL	500	100%	500	100%

Unlike many community libraries which are practically children's libraries, North Hills is well used by the adult population. Adult females do constitute the largest number of registered borrowers, and also the largest group actually checking out materials; this is true of most public libraries. Children as a group constitute about 15% of registrants and borrowers of materials. It is interesting that one-fourth of the registrants are male but only one-fifth of them are active borrowers. Many men, however, use the newspapers and periodicals in the library itself. With a considerable number of males using the facility, the collection needs to reflect their reading tastes. Most of the patrons using the North Hills branch have cards for that library, therefore, a breakdown of card holders from other libraries has not been included.

As the age distribution would suggest, 70.4% of the current school enrollment of the North Hills area is at the nursery, kindergarten and elementary level as opposed to 56.6% for Wake County as a whole. 22.5% of the enrollees are in high school and 7.1% are in college.

The North Hills community is very well educated. 51.8% of the population has been to college for at least one year and over 77.8% of residents are high school graduates. This is much higher than the percentage of Wake County citizens who have been to college (30.8%). In North Hills the median school years completed are 13.9, whereas in Wake County it is only 12.2 years.

Employment - In the North Hills area there are 65.4% men and women in the labor force, 4.2% higher than Wake County as a whole. Looking at the statistics for women, however, 29.1% of women in North Hills are not in the labor force, while in the county as a whole 26.2% are not in the labor force. This may indicate that more women in this area are housewives or students although it is hard to determine as the category "not in the labor force" also includes the retired and the disabled.

The breakdown by occupations is more revealing of the type of person living in the North Hills community. 47.4% of those employed are in the professional and managerial professions as compared to 29.8% for the county and 19.6% for the state. Also there is a high percentage of people (32.8%) in sales and clerical occupations as opposed to 29.4% for the county. There are significantly fewer skilled workers and workers in labor and service occupations in North Hills than either the county or state.

As might be expected from the "white collar" professions which most people are engaged in, the level of income is high. Over 40% of those working earn $15,000 or more per year, which include 8.4% earning $25,000 - 49,999 a year. Wake County itself has only 20.7% of its citizens earning $15,000 or more per year.

The following is a breakdown on the median income for each census tract in the North Hills service area:

Tract	Median Income
525.01	$17,411
526.01	19,485
526.02	14,191
526.03	16,450
527.01	12,997
527.02	12,136
527.03	11,296
537	11,053
540	11,620

The lowest figure on this chart is over $1400 higher than the median income for the county which is $9,590 and radically higher than the median income for North Carolina, which is $7,774.

Transportation - A further testament to the affluence of the North Hills community is the number of automobiles which residents own. 62.2% of dwellings have two automobiles and 8.5% of housing units have 3 or more. In Wake County only 39.3% of housing units have 2 vehicles and 6.5% - 3 or more. Also only 1.8% of housing units in North Hills are without automobiles as compared to 12.9% for the county. Bus service is available in the North Hills area for those without transportation.

From the community characteristics described above, it is obvious that the North Hills Library has quite a challenge to supply a variety of reading materials to satisfy the tastes of the well-educated adults with high income levels, to build a collection of reference and non-fiction materials to supplement school libraries for the high percentage of school-age children in the area, to keep a sufficient supply of picture books and juvenile fiction for use by children whose parents are very interested in the development of reading skills, to increase the size of the collection enough to cope with the enormous population growth in the area. At the moment, the North Hills branch occupies a very small space at the North Hills shopping mall and it can barely keep apace of the numerous and diverse demands for service by the populace.

History of the Library

The North Hills branch library opened in February, 1971 in the North Hills Fashion Mall. In the years from 1972-1975, the circulation rose almost 33% from 120,869 in 1972 to 146,708 in 1973-74 and 160,044 in 1974-75. Originally the library had less than 3,000 square feet of user space and was intended to house 10,000 volumes, but by 1975 it had 17,000 volumes. At that time a concerted effort was made to rent a larger space in the mall. In April, 1976, the library which had previously been on a small corridor of the mall was moved into a 4,000 square foot space, directly on the mall. The space which the library vacated was then turned into a community room, with the library serving as the booking agent; as a result the library has the first opportunity to schedule the room for its own programs. In July, 1978 the capacity of volumes in the library was increased 34%; periodical capacity was increased 25% and record capacity 100% by the addition of new shelving and furniture and a total rearrangement of space.

Facility - At present the system is renting a space of only 4,000 square feet for North Hills. According to ALA standards, North Hills Library needs an additional 23,154 square feet for the population it serves. The library has only 32 seats, but according to ALA standards it needs 103 more seats. The staff has noted as many as 75 people in the library at night. Considering how much space is taken up by book shelving, this means that the library patrons are severely crowded. Because there is no acoustical tile in the ceilings and also no draperies for the large glass front, noise levels are often too high for patrons to work comfortably. Words spoken in a normal voice tone are heard all over the library.

As the demand for materials grows on the part of students, North Hills feels the need to add more magazines listed in Readers Guide, and to keep back issues of periodicals. Space in the work area is so limited, however, that only a few years of the magazines can be kept. The use of periodicals on microfiche would relieve some of the space problems at North Hills.

Personnel - There are no professional librarians at North Hills, but the branch supervisor is currently attending library school. In addition to the supervisory position, there are 4 full-time employees and 2 half-time employees. Also there are

80 page hours per week. According to the ALA standards a library serving a community of 45,283 should have 16 full-time staff members, six of which should be professionals.

Materials - The North Hills collection has 25,055 volumes, but to come up to ALA standards, 65,511 volumes should be added. In the summertime, the juvenile shelves are practically bare as school children use the library heavily and the system's reading club generates even more interest in books. The reference collection is slowly undergoing improvement, but it still occupies only one book stack. Most of the sections in the non-fiction area need careful development, but the science section is especially deficient. It is hard to get an idea of what is really in the collection because so much of it is checked out at any given time. Most of the best sellers have long waiting lists because the library simply does not have enough copies of these popular titles.

At the moment, North Hills receives 104 periodicals and 6 newspapers. Patrons are always anxious to see the N.Y. Times, Washington Post and Wall Street Journal.

North Hills does have 904 records for loan as well as several projectors. Most pamphlets in the pamphlet file are for use in the library. Other items which the library loans are paperbacks, large print books and sewing patterns.

Services - North Hills offers all services available through the countywide system. Its extensive hours give citizens a wide choice of times to visit the library. The hours are 9:00-9:00 p.m. Monday through Friday and 9:00-5:30 p.m. on Saturday, for a total of 68½ hours. Because of the limited reference collection and the deficiencies in the non-fiction sections, the librarians are hard pressed to handle the volume and variety of questions. Because of the parking problems downtown and the lack of staff in the Reference Department of Olivia Raney Library, residents of the area prefer to use North Hills. The statistics for reference questions answered in the last several years are as follows:

Year	Questions Answered
1974-75	3,979
1975-76	17,402
1976-77	43,145
1977-78	49,344

Because of its convenient location, North Hills also does a tremendous number of voter registrations. In 1973-74 the librarians registered 2,098 voters; in 1974-74, 5,306; in 1976-77, 1,848 and in 1977-78, 1,783. This is a real public service to the community, but near the deadline for important elections, the library is sometimes so crowded that it is impossible to help patrons with library business. Possibly the library system needs to define what the basic services of a library should be and perform those well before providing additional services such as voter registration. In the past voter registration has actually detracted from basic services such as reference and reader's advisory work.

The audiovisual services (booking of films and equipment) offered by North Hills through the library system are also very popular. Over 7,000 items have already been circulated in FY 1979 with one month left in the year.

Programming - Adult programming is no longer emphasized at North Hills because of the lack of space for large groups and lack of staff time. Because the Raleigh area is so rich in cultural and recreational opportunities for adults, programming for this age no longer is given a high priority. Feature films are shown, however. Probably 3 or 4 good programs a year should be planned for the adults in the community. Following are the statistics for adult programs for the last several years:

	Programs	Audience
1974-75	28	1,155
1975-76	16	314
1976-77	91	2,532
1977-78		612

Children's programs have received an excellent response at North Hills. One of the system's children's librarians spends one day a week at the library doing storyhours and programs for school-age children as well. In addition, regular staff members conduct group visits and give storyhours. In FY 1976-77 there were 69 programs given to an audience of 3,194 and in 1977-78 there were 89 programs with an audience of 6,628 children. Many day care centers and kindertartens make unannounced visits to the library. Since the children's area is very small, this often causes quite a traffic problem. North Hills needs a much larger children's section with more seating and an auditorium adjacent to the children's area.

Future of the Library - Obviously the North Hills Library should be one of the largest if not the largest branch in the county. As there is not likely to be sufficient space available in North Hills Fashion Mall, other locations in new shopping facilities or an entirely new building should be investigated. The need is pressing as the growth in Raleigh is in the direction of North Hills.

ANALYSIS OF ZEBULON COMMUNITY LIBRARY

History and Location of Zebulon

Much of the following information on the history of Zebulon is taken from Edythe M. Tippett's History of Zebulon and Vicinity 1971. The Town of Zebulon was born as a result of the construction of the Raleigh and Pamlico Sound Railroad in 1906. Named for Zebulon B. Vance, North Carolina's Civil War Governor, the Town of Zebulon was officially incorporated on February 16, 1907.

Very young as history marks time, Zebulon is surrounded by rural farming communities which are much older. Not only do these encompass Zebulon in a trade area, they are also closely linked to the town by social and kinship ties. The majority of Zebulon's citizens are descended from families who have lived in this area for many generations. Over the years, there have been numerous intermarriages, creating a strong bond between town and township.

Zebulon, located in Little River Township, is in the easternmost part of Wake County. As a result, Zebulon's trade and social area crosses county lines. Beginning to the north, it includes Pearces in Franklin County. Continuing clockwise there is Rosinburg to the east and beyond is Pilot, also located in Franklin County. To the south are Earpsboro and Emit in Johnston County. To the west and north lie Pleasant Hill, Fowler's Crossroads, Mitchell's Mill and Hopkins Crossroads. Within the boundaries of Wake County, Zebulon's trade and social area include a large part of Little River Township. Wakefield is often referred to as Zebulon's "parent community."

CENSUS TRACTS IN THE RALEIGH, N.C. SMSA

ZEBULON COMMUNITY LIBRARY
SERVICE AREA
JULY 1979
■

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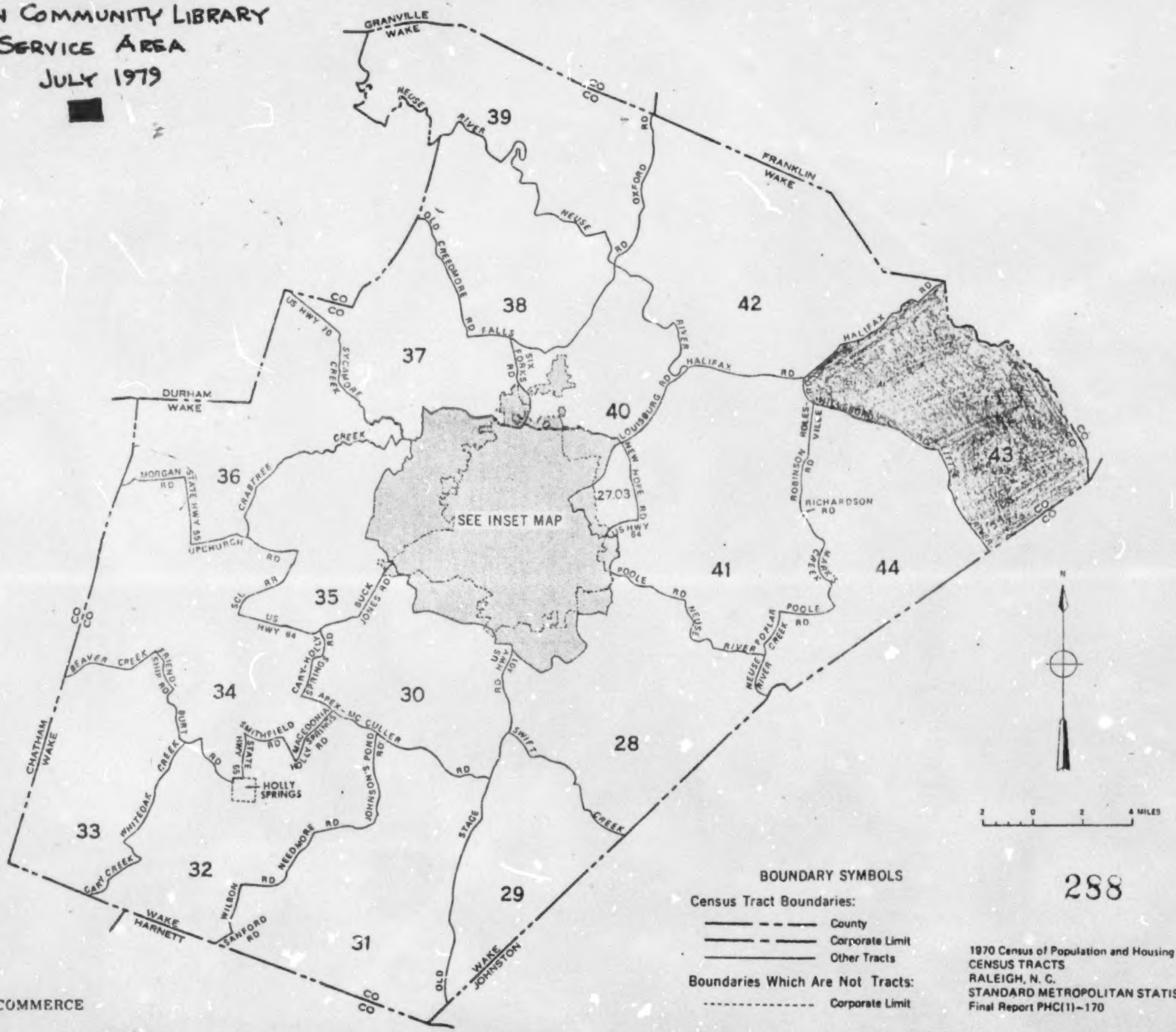

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FALLS
SIX FORKS RD
US HWY 70
SYCAMORE CREEK
DURHAM
WAKE
CRABTREE CREEK
MORGAN RD
STATE HWY 55
UPCHURCH RD
SCL RR
US HWY 64
BUCK JONES RD
SEE INSET MAP
LOUISBURG RD
RIVER
HALIFAX RD
NEW HOPE RD
US HWY 64
ROLESVILLE RD
ROBINSON RD
RICHARDSON RD
POOLE RD
NEUSE RIVER
POPLAR CREEK
MARKS CREEK
POOLE RD
BEAVER CREEK
FRIENDSHIP RD
CARY-HOLLY SPRINGS RD
APEX-MC CULLER RD
US HWY 401 RD
SWIFT CREEK
SMITHFIELD RD
STATE HWY 55
MACEDONIA HOLLY SPRINGS RD
JOHNSON'S POND RD
BURT RD
WHITEOAK CREEK
HOLLY SPRINGS
CHATHAM
WAKE
CARY CREEK
NEEDMORE RD
WILBON RD
SANFORD RD
WAKE
HARNETT
STAGE RD
OLD
WAKE
JOHNSTON
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2 0 2 4 MILES

BOUNDARY SYMBOLS

Census Tract Boundaries:

— — — — County
— — — Corporate Limit
——— Other Tracts

Boundaries Which Are Not Tracts:

- - - - - - - Corporate Limit

287

288

S. DEPARTMENT OF COMMERCE
REAU OF THE CENSUS

1970 Census of Population and Housing
CENSUS TRACTS
RALEIGH, N. C.
STANDARD METROPOLITAN STATISTICAL AREA
Final Report PHC(1)-170

1 OF 2

From its incorporation in 1907 until 1919, Zebulon grew steadily by attracting new business and industry. The recession of 1919 and 1920 hit the community hard and many businesses were forced to close. Business picked up a bit during the 1920's until the 1929 stock market crash and the following national depression wrought havoc with the economy of the area. Tobacco and other crops brought very little at market. Many farmers lost their lands and homes. A number of businesses, including the Zebulon Banking and Trust Company, closed their doors. With the closing of that company on December 3, 1930, people discovered that the money they had on deposit was gone.

It was many years before Zebulon recovered from the depression and the business life of the community began to prosper again. In 1944, Beck Brothers Veneer Company was the first industry to locate in Zebulon after the economic situation began to improve. Ten years later, in 1954, the community welcomed Devil-Dog Manufacturing Company. It was more than a decade later before more industry located in Zebulon. It all seemed to come at once with Naomi Mills, December 1967; Hi-Cone, April, 1968; Omark-Prentice, September, 1969.

Zebulon Today - Despite its slow recovery from the Great Depression of the 1930's, Zebulon is economically healthy and growing today. Although the eastern part of Wake County has not sustained the incredible growth that Raleigh and the western part of the county have seen in the last ten years, many newcomers are moving into Zebulon. Professional people wishing to avail themselves of a friendly, small-town atmosphere are choosing to live in Zebulon and commute to Raleigh rather than settling their families in the city.

Characteristics of the Community - The Town of Zebulon is in 1970 Census Tract 43. This tract is divided into three enumeration districts. An analysis of patron registration and circulation files revealed that persons who use the Zebulon Library reside in two of the enumeration districts: ED 401 and ED 402. Because of the size of the population in 1970 (6,320 population for the census tract), social, educational, occupational, income and other demographic information is available only for the entire census tract not the enumeration distric.

Age - Age characteristics of the Zebulon area are for the most part comparable with Wake County and North Carolina percentages. The percentage of individuals in the 5-13 and the 14-18 age levels were slightly higher in the Zebulon area while the percentage of individuals 65 years old or older was less. The largest difference between the Zebulon area and Wake County figures is in the 19-34 age group - only 20.9% in Zebulon as contrasted with 32.6% in Wake County.

Educational Level - As far as the educational level of census tract 43 is concerned, the median school years completed is 10.2 which compares with Wake County's figure of 12.2, the North Carolina figure of 10.6 and the United States figure of 12.1. The percentage of high school graduates locally is 34.4% as contrasted with 53.6% in Wake County, 38.5% in North Carolina and 52.3% in the United States The percentage of the local population with any college education is 13.7% compared to North Carolina's 13.9%, but considerably less than Wake County's 30.8%.

Employment and Occupational Breakdowns - Figures with regard to employment status show that the Zebulon area compares very closely with Wake County and North Carolina conditions. In census tract 43, 47.4% of the potential labor force are men; of the total potential labor force 11.5% are men who are not in the labor force, and 35.9% of the total potential labor force are men who are in the labor force. 52.6% of the total potential labor force are women, 24.3% are in the labor force while 28.3% are not. There are more men working than women.

As far as occupational breakdowns are concerned, census tract 43 compares with North Carolina percentages while Wake County breakdowns differ from both. This condition results from the concentration of white collar workers in Raleigh and the Research Triangle which causes overall Wake County figures to differ from Zebulon and North Carolina figures. The local professional and managerial occupation percentage is 18.5% as contrasted with Wake County's percentage of 29.8%. Sales and clerical for the Zebulon area is 23.4% while Wake County's is 29.4%. Skilled workers for Zebulon area is 33.1% as contrasted with Wake County's 21.7% and North Carolina's 40.8%. The percentage of unskilled or labor services is 25.1% for the Zebulon area, 19.1% for Wake County, and 20.6% for North Carolina. The high percentages of skilled workers and labor service workers reflects both Zebulon's dependence upon newer industry and manufacturing and its traditional dependence upon the farm and crops.

Income - Median income for the Zebulon area in 1970 was $6,624 while median income for the county was $9,557, and the state was $7,774 while the nation was $9,590. Census tract 43 is considerably less affluent than Wake County or North Carolina as is evident from the following figures and percentages:

Annual Income	Census Tract 43	Wake County	North Carolina
less than $5,000	34.4%	20.2%	28.2%
$5,000 to 7,999	25.7%	19.3%	23.5%
$8,000 to 14,999	30.0%	39.9%	36.7%
$15,000 to 24,999	8.2%	16.1%	9.0%
$25,000 to 49,999	1.5%	3.9%	2.1%
$50,000 and over	0.3%	0.7%	0.5%

Wake County's affluence does not spill over into census tract 43.

Transportation - Public transportation does not exist in Zebulon, with the exception of a taxi or two. Therefore, the population is dependent upon the automobile for transportation. Of the local population 43.1% are one-car households, 31.2% are two-vehicle households, and only 3% have three or more vehicles. The remaining 22.7% of the population have no automobile at their disposal.

History of the Zebulon Library - The Zebulon Community Library began as a local project of the 1952 Finer Carolina Contest sponsored by Carolina Power and Light Company. The Woman's Club agreed to donate a room in its building for library use. The American Legion Auxiliary assumed responsibility for keeping the library open and helped solicit and catalog the books. The library depended heavily upon local clubs, civic organizations, and business firms for help over the next decade.

Interested citizens felt that the library would profit from the support of an organized Board of Directors; therefore, the library was incorporated as the Zebulon Community Library on May 29, 1963. Mrs. George F. Tucker became the first president of the Zebulon Community Library Board. It was at her instigation that a proposal was adopted to purchase the former post office building at 103 East Horton Street. Through vigorous fund-raising endeavors, enough money was raised locally to buy the building and renovate it for library use. In September of 1966 the library moved into its new quarters. Mrs. Madyline F. Pippin, who served as the first community librarian, resigned in September of 1967. Mrs. Edythe M. Tippett, who was appointed to replace Mrs. Pippin, still serves as librarian in Zebulon.

Over the years the Town of Zebulon progressively increased its allocations for the operation of the library. In 1975, the Zebulon Community Library Incorporated deeded over the library building to the Town of Zebulon. A town ordinance officially creating the Zebulon Public Library was adopted, and a new library board was appointed by the Zebulon Town Board of Commissioners. Despite continuing support by local community groups, the new library board did not bear the same kind of fund raising burden as the previous library board. The Town of Zebulon seemed convinced of the value of the library program, and the town appropriation to the library became the yearly operating budget.

In 1977, serious questions concerning the method of operation of the library system arose all over Wake County, and Zebulon was no exception. Town managers and town governing officials began to realize the countywide nature of the library system of which the Zebulon Library had become a part in 1970.

With the creation of Wake County Department of Library, a line item of county government, local officials began to raise the question of double taxation for city residents. Two facts (that citizens living within corporate limits paid both county and city taxes to support library service and that so many people using the library system lived outside corporate limits) were brought to the attention of the Wake County Commissioners by the Wake County Mayors' Association. Discussions went on for two years. In the spring of 1979, chances for the County Commissioners agreeing to assume responsibility for personnel costs in the local libraries, including the Zebulon Public Library, looked good. In May, however, the Commissioners voted down that proposal. At the present time efforts are underway to determine in what manner the library system and the Zebulon Public Library will operate after July 1, 1979.

Service Area of the Zebulon Public Library - For purposes of this study, the service area of the Zebulon Public Library has been determined to be the Little River Township (1970 Census Tract 0043). The 1970 population of the township was 6,320. The Wake County Planning Department estimates the 1979 population of the township to be 7,490. Using the 1979 estimate, the growth of the township since 1970 is 18.5%. Thus the figure used for the population of the service area of the Zebulon Public Library is 7,490.

Predictions from Demographic Data - What predictions should the analysis of 1970 demographic information help us make about the clientele or patronage of the Zebulon Public Library?

The demographic data tells us that the population in the service area of the library is less affluent and less educated than Wake County as a whole. There seems to be a tendency for the young adult (ages 19-34) to leave the area as indicated by the low percentage of people in that age range living in the area. With the low percentage of professional and managerial groups in the area and the high percentage of factory workers and unskilled workers, we might tend to predict that the library would not be heavily used. With 28.3% of women of working age not being in the labor force, we might predict that library usage would be dominated by female recreational readers.

Library users - Samples of 400 from both the patron registration file and the circulation file were taken in the summer of 1977. The following chart records the findings:

Patrons	Registration File	Percent	Borrower File	Percent
Juvenile female	57	14.25%	72	18.0%
Adult female	229	57.25%	227	56.75%
Juvenile male	27	6.75%	65	16.25%
Adult male	87	21.75%	36	9.0 %
Subtotal Adults	316	179 %	263	65.75%
Subtotal Juveniles	84	21 %	137	34.25%
Subtotal Female	286	71. 5%	299	74.75%
Subtotal Male	114	28. 5%	101	25.25%
TOTAL	400	100 %	400	100 %

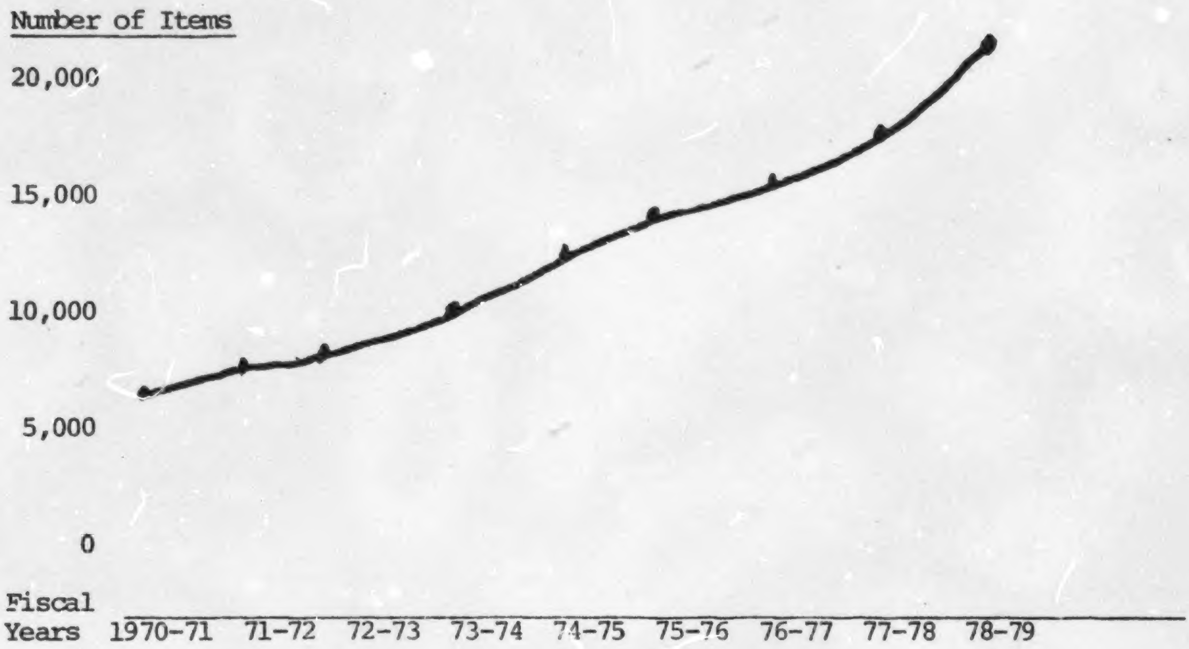
The percentages indicate that the library is used primarily by adult females. Although the percentage of adults registered is 79%, the percentage of borrowers drops to 65.75%.

Problems with the Methodology - Researchers were hampered in refining information available from library registration files because of the library system's definition of "adult" as "12 years old or older." Without extensive patron surveys and inquiries, it was impossible using only the information in the registration files to make any allowance for individuals of junior high school and high school age.

Because of time limitations an examination of the circulation file by type of book (easy, adult, nonfiction, etc.) checked out was not possible. Therefore, in many cases the fact that a mother was checking out books for the entire family rather than only for herself was not uncovered.

The fact that the 1970 census figures are almost ten years old poses some problems especially when one examines the circulation growth exhibited by the Zebulon Library since 1970.

COMPARISON OF MATERIALS CIRCULATION FOR FISCAL YEARS 1970-71 THROUGH 1978-79



ACTUAL NUMBERS OF ITEMS PLOTTED ABOVE

Fiscal Year	Total Materials Circulation	Percent Change From Previous Year
1970-71	5,950	NA
1971-72	6,540	10%
1972-73	6,944	6%
1973-74	7,808	12%
1974-75	10,515	35%
1975-76	12,315	17%
1976-77	14,230	16%
1977-78	16,918	20%
1978-79	20,100+	19%

The most impressive growth has occurred since FY1975-76. There are some important questions which 1980 census figures should help us answer. Does the growth in library circulation result from population growth or from a shift in the nature of the population? Are the same people using the library more or are there more individuals using the library? Has the library become more visible to the community which has started taking advantage of its services? Have there been changes in employment and occupational breakdowns - specifically, has there been an increase in the white collar population, the group which has traditionally used libraries? It is possible that the 1980 census figures may well lend statistical support for the general observations made in the Zebulon Today section.

Library Facility - Through the efforts of local library boards and various community groups, the Zebulon Library has become an attractive facility. Although the library is located just off Arendell Avenue, the main street, the library is visible and prominently identified. The library is light and welcoming, carpeted and comfortably heated and cooled according to the season. Although much of the collection is still housed on old green metal shelving, the process of replacing the old shelving with new has begun. The Library Board plans call for new equipment for the library including a handsome circulation desk which should arrive in July.

Recent purchases have included a 500-capacity record browser and new periodical shelving. New books are displayed. By rearranging shelving, an attractive area for small children has been created. The library currently has a sufficient number of reader seats by American Library Association standards.

Attractive as the library is, it is quickly outgrowing the 1900 square foot facility. ALA standards call for an additional square footage of 3,343 for a service population of 7,490.

Library Personnel - As of July 1, 1979, the library will have two 20-hour-a-week permanent positions and 14 hours of page help. These three people are paraprofessionals. The library has participated in the CETA program in past years - securing an additional 10 hours of student help during the school year and up to 45 hours a week in the summer. The library benefits from one-fifth of the time of both a professional children's librarian and a professional extension librarian. Both professionals operate from the headquarters library. Although the children's librarian spends as much time as possible doing floor work, much of her time is devoted to book selection and programming. The extension librarian does occasional floor work, but most of her time is spent with the local library board, doing inservice training, and budgeting.

ALA standards call for an additional 1.15 paraprofessional full time equivalents (if one discounts the CETA help which is dependent upon continued federal funding). The services of one professional fulltime equivalent are required by the Standards. The dedication and hard work of the branch library supervisor, Edythe Tippett, cannot be underestimated. The strides which the library has made are a result of over twelve years work on her part. Ginny Eddins, who has served as library page for the last nine years, brings enthusiasm and good cheer to her job.

Library Materials - The most recent count of books in the Zebulon Library was 10,492. ALA standards call for an additional 9,488. A large paperback collection which is uncataloged and non-accessioned accounts for a good portion of the library circulation;

this collection does much to fill needs of the reader of light fiction and has made possible the upgrading of the reference and nonfiction collections. The library subscribes to approximately 45 magazines and periodicals which circulate. The audiovisual collection locally is limited to phonograph recordings which are much used. The following is a breakdown of the circulation from July, 1978 through May, 1979; a total of 19,715 items.

Type of Material	Number of Items Circulated	Percent of Total Circulation
Adult Fiction	3,038	15.4%
Adult Nonfiction	2,958	15.0%
Juvenile Fiction	6,084	30.9%
Juvenine Nonfiction	1,585	8.0%
Honor Paperbacks	3,293	16.7%
Magazines	819	4,2%
Recordings	1,938	9.8%
TOTAL	19,715	100 %

The breakdown of circulation by kind of material tells us that regardless of who is checking out the materials, approximately 40% of this year's circulation consisted of juvenile materials. Assuming that most honor paperbacks are checked out by adults, the percentage of adult materials checked out this year was just over 47%. The magazines in practice are checked out both for homework assignments and for pleasure reading. Recordings are checked out for the most part by children and young adults.

Services of the Library - The current operating hours of the library are: Monday, Tuesday, Wednesday, Friday and Saturday - 1:30-6:00 p.m.; Thursday - 1:30-9:00 p.m. and Closed on Sunday.

Generally in the summer the hours on Monday through Friday are extended so that the library opens at 11:00 a.m.

Aside from being able to check out books and other library materials, patrons receive reference help from the staff. Of libraries in towns of comparable size, the Zebulon Library answers a large number of reference questions. The following information is taken from the May reports of the libraries listed:

REFERENCE QUESTIONS ANSWERED TO DATE

	FY 1977-78	FY 1978-79
Apex	8,404	6,529
Wake Forest	3,159	3,198
Wendell	2,055	3,014
Zebulon	7,910	8,532

The largest portion of the reference questions answered relate to homework assignments which students are attempting to complete in the library.

Most of the programming currently done in the library is for children and is carried out by the children's librarian. Extensive adult programming was done during 1975 and 1976 but was phased out as administrative duties consumed more of the time of the branch head who had done the programming.

The Local History-Genealogy Collection is a special collection which library patrons requested and which has been extensively used.

Of the non-library services offered in the library, the most popular is the copy machine. Voter registration is also taken advantage of by the community.

The Future of the Zebulon Public Library

The Zebulon community takes much pride in its past. In fact the futures of Zebulon and the Zebulon Public Library are linked to their pasts. Between 1974 and 1978 a great deal of time and effort went into increasing library usage in Zebulon. The charts and statistics show that the effort has paid off.

The Branch Supervisor selected students and older women as two of her target groups. By visits to schools during which talks on the history of Zebulon as well as the services of the public library were presented, Edythe Tippett achieved visibility among the school population. The students came to identify her with the library. Visits by the children's librarian provided another public library contact with the school students and teachers.

The older women in the community who were not using the library seemed to be interested in local history and genealogy. By working with the Wake Chapter of the Daughters of the American Revolution and the Little River Historical Society, Mrs. Tippett was able to make several good contacts for the library and to convince the groups to work with the library on special projects.

Increased visibility to all segments of the community was sought through a weekly to bi-weekly newspaper column in the Zebulon Record.

Always a supportive group, the Zebulon Library Board of Trustees has been especially active over the last few years. Within the last month, the Board has submitted to the Zebulon Town Board of Commissioners A Priorities List for the Zebulon

Public Library and a list of Services Offered by a Full-Service Library (see copies attached). Many of the services listed are currently offered by the library, but the Library Board will soon decide which of the services not available from the library should be instituted.

This process will probably involve the selection of new target groups, extended operating hours (more nights or Sundays) as a convenience to the working public, and investigation of the possibilities of mobile service to reach those with transportation difficulties. In order to set these goals, more information about the community will be needed by the Library Board. It is recommended that an in-depth patron survey be combined with a community-wide survey to gather needed information.

The importance of local pride in the library cannot be stressed strongly enough. Community work helped create the library and has helpted sustain it since its creation. With a vigorous Library Board seeking the best library service for the citizens of Zebulon, the library cannot fail to improve and to grow as the future becomes the present.

PRIORITIES LIST

FOR THE

ZEBULON PUBLIC LIBRARY

AS FUNDS BECOME AVAILABLE

1. UPGRADING OF 20 HOURS OF PAGE HELP INTO A HALFTIME LIBRARY CLERK III POSITION.
2. INCREASING THE MATERIALS CIRCULATION TO APPROXIMATELY 30,000 ITEMS A YEAR.
3. EXTENDING THE OPERATING HOURS OF THE LIBRARY AND THE WORKING HOURS OF THE STAFF.
4. IMPROVING THE PHYSICAL APPEARANCE OF THE LIBRARY THROUGH REFURNISHING AND RENOVATING THE INTERIOR.
5. ADDING LIBRARY SERVICES NOT CURRENTLY AVAILABLE.

SERVICES OFFERED BY A FULL-SERVICE LIBRARY

(Given Adequate Funding)

1. Provides for the community a diverse well-selected collection of books, magazines, and audiovisual materials (such as recordings, art prints, 16mm films) and the equipment to use the materials.
2. Finds information for people who come into the library (reference).
3. Answers reference questions on the telephone.
4. Conducts programs in the library for children (including a summer reading club), young adults, and adults on library-related topics as well as programs of general interest.
5. Sponsors programs desired by the community which are not being given elsewhere.
6. Assists in gathering and houses special collections of interest to the community (e.g., local history and genealogy).
7. Keeps the public informed about library programs and services through talks to groups in the community, newspaper articles and news releases, participation on or sponsoring of a television or radio program.
8. Conducts outreach services to patrons who cannot come to the library - such as people in hospitals, nursing homes, prisons.
9. Attempts to reach nonreaders by assisting in or conducting literacy programs.
10. Borrows books from other libraries when the book is not owned by the library.
11. Takes reservations for books that the library owns but which are out at the time.
12. Explains film booking procedures to patrons and explains how to use projectors.
13. Maintains a "reader interest" file.
14. Has groups of children come to the library to learn how to use the library.
15. Has regular school classes coming to the library for reading and study.

16. Lends collections of books to teachers who come into the library.

17. Gives instruction in use of the card catalog.

18. Sets up book displays outside the library and maintains attractive displays in the library.

19. Sends books to patrons by mail.

20. Serves people in industries (actually at the plants themselves) through mobile service.

21. Gives advice and counsel on reading to the blind and assists blind and physically handicapped patrons in receiving talking books and books on tape from the State Library for the Blind and Physically Handicapped.

22. Prepares special readings lists for individuals.

23. Provides reading lists on subjects of interest and bibliographies in quantity.

24. Gives help in program planning to clubs and other groups.

25. Advises people on their personal book purchases.

26. Cooperates in book selection with the various schools in the community.

PART V

APPENDIX

8. BOOK SELECTION POLICIES AND PROCEEDURES

8.1 The Wake County Public Library provides, on equal terms, free service to all individuals and groups in the community, both children and adults. It accepts as its basic objectives the provision and servicing of books and other material which aid the individual in the pursuit of education, information, or research, and in the creative use of leisure time. The Library recognizes that one of its major concerns must be a positive contribution toward the removal of ignorance, intolerance, and indifference. Thus, educational service to adults is a primary function. The Library pursues an active program of stimulation, leadership, and cooperation with other agencies in encouraging the reading of socially significant materials. It accepts also its responsibility for the direct communication of ideas through organization of discussion groups, institutes, film forums and the like, seeking thereby to direct the individual toward a continuous learning process through use of books and related materials.

The library, recognizing its responsibility to assist in the development of adult citizens for whom the use of books is a necessary and natural part of intelligent living, provides special service for your adults and seeks to direct and stimulate these readers by affording them an expertly selected book collection and skilled individual and group guidance. In providing special services for children, the Library's objective is to make available a selected collection of books and related materials that satisfy the informational, recreational, and cultural reading needs of children. The Library works closely with parents, teachers, and other adults, as well as with the children themselves, in providing guidance in the use of these materials.

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The Library recognizes the importance of both basic, permanent-value books, and timely topical materials. In providing the latter, it does not hesitate to purchase material in quantity for mass use and quick disposal. The Library also recognizes its obligation to provide reference and research materials for the direct answering of specific questions and for research work by or in behalf of individuals, business, industry, labor, churches, professional and civic organizations, and other groups, as well as auxiliary reference works which may lead to desired information. Many works not technically reference books are also provided primarily for their informational value. The Library does not, of course, feel obligated to answer every question, if too obscure or specialized. In certain cases the most satisfactory service to a reader is referral to another institution or individual. Within the framework of these broad objectives, selection is based more specifically on the particular needs and interests of the community. Typical of individual needs are personal development, wholesome family living, economic competence, satisfactory social relationships, citizenship responsibilities, and creative use of leisure time. Specific details on selection follow:

I. Objectives
II. Community Analysis
III. Authority
IV. Responsibility
V. Criteria
VI. Book Selection
    A. Adult Book Selection
    B. Young Adult Book Selection
    C. Children's Book Selection
    D. Duplication
    E. Foreign language collection
    F. Paperbacks
    G. Text books
VII. Non-book Materials
    A. Audio-visual material
    B. Pamphlets
    C. Periodicals

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VIII. Controversial Issues
    A. Labeling
    B. Religion
    C. Sex
    D. Subversive Publications
IX. Gifts
X. Complaints
XI. Weeding

I. Objectives:

The book selection policy is intended to implement the general objectives of the public library. The purpose of the selection process is to obtain carefully selected books and other materials to further the library program of giving information, reference assistance, and help to those engaged in educational pursuits, as well as to provide recreational reading.

II. Community Analysis:

Formulation of book selection policies necessarily begins with the examination of the community, of the organization, and the existing collections of the library system, and of the services which the library is expected to perform.

III. Authority:

Final authority for the determination of policy in the selection and acquisition of materials is vested in the Library's Board of Trustees.

IV. Responsibility:

Ultimate responsibility for book selection, as for all library activities, rests in the Director, who operates within the framework of policies determined by the Board. The Director has authorized the Acquisitions Librarian to have a final say on the ordering of all book and non-book materials.

V. Criteria:

In general, the library's policy shall be to purchase books which

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will best satisfy the clientele of the library within budget limitations, with no obligations, except in special departments, to provide research material though frequently doing so incidentally. We subscribe to the American Library Association's Bill of Rights that censorship of books "That would establish a coercive concept of Americanism must be challenged...in maintenance of the library's responsibility to provide public information and enlightenment through the printed word." In administering this policy the library will try to keep a true balance between its duty to make available honest presentation of both sides of every public question, and its determination not to allow itself to be used as a propaganda agency by the enemies of our form of government. A conscientious effort is made in choosing materials to meet the needs of the community. Books are to be selected with the following criteria:

1. Authority of the author (Training, Field of Specialization, Contributions)
2. Content of the book (objectivity, accuracy or distortion of ideas).
3. Style (Clarity, readability, manner of presentation).
4. Format
5. Value (Permanent, current, temporary, educational, recreational).
6. Demand and its nature.
7. Evaluation of critical reviewers.
8. Reputation of the publisher.
9. Common sense.
10. Books owned by the library that treat the same subject.

VI. Adult Book Selection:

While the public library puts emphasis on quality of materials provided for adults; by its very nature the library must also provide, as much as possible, material for which there is a public demand. A major guideline for selections in this system shall be rejection of a book only when there are legitimate reasons not to buy the book, instead of an attitude of needing good reasons for buying the book. Reasons considered legitimate for not buying a book include:

1. Inaccuracies, mistakes, and factual errors in material presented.
2. Medical or legal material which advises or suggests action which, when handled by a layman, may be harmful or deleterious to the reader.
3. Material which willfully marks or abuses a person or a group of people because of race, color, or creed.
4. Books written to trade on a taste for sensationalism or which seem to be purely pornographic. However, serious works which present an honest aspect of some problems or of life are not necessarily excluded because of coarse language or frankness.

A book critized for lack of good writing, will not necessarily be rejected because of this point. While the library will always try to make available examples of good writing in both fiction and non-fiction, it will also provide, as far as budget allows, complete runs of titles by favored authors, and titles which, although not critically accepted, are in great demand by the public. In general, the library will not try to dictate what the public should read, but will provide both recommended titles and those requested by the public. Selection of books for adults will be made using the broadest range of sources possible. The Acquisitions Librarian will use not only official lib rary publications of recommended books, but will also into consideration information to be found in popular periodicals, publisher's advertising, salesmen's literature, and best seller lists. Suggestions from patrons and staff are also to be considered. The staff is encouraged to complete book suggestion forms. The staff member making a suggestion should keep a copy of the form.

EXAMPLE

Fill in as much of the information shown in the example as possible.

My Young Years
TITLE/SUBJECT

Rubinstein, Artur
AUTHOR

C. No.

10-15-73
DATE

Book suggestion
BORROWING LIBRARY

PATRON

Reviewed in Time 10/8/73
ADDRESS
pg. 98

PHONE

COMMENTS/VERIFICATION
Knopf, 1973
$10.00

___ORL ___RESERVE
___INTER-COUNTY
___A ___RBH
___BKM ___NH
___C ___WF
___F ___W
___G ___Z
___K
___INTER-LIB. LOAN

DATE DUE

Jane Smith, Staff

Suggestions should then be submitted to the staff member's department head, who will then evaluate the request, writing any comments on the forms, which are then submitted to the Acquisitions Librarian. If the request is not approved, a reason for this action will be given to the staff member who submitted the request.

If a staff member wishes to appeal a negative decision, he may go to an Appeals Board. This board will consist of the Director, the Acquisitions Librarian, and the Department Heads. It will meet when necessary.

VII. A. Service points in all libraries will be provided with patron's request forms (see example). The Staff should encourage patrons to fill out these forms with suggestions for purchase. These forms will be sent to the Acquisitions Librarian. If the book is put on order, the form will be sent to the reserve librarian who will see that the patron receives the book when it arrives. If the decision is made not to order the book, the form will be sent back to the service point from which it was taken, along with a reason for the decision. The supervisor at the service point will call the patron and explain the reason for the decision not to purchase. The supervisor should have at the same time, a suggestion for the patron of an alternate title which the system owns which is on the same subject or is written by a similar author. Patrons who wish to contest the decision may ask the Appeals Board to re-consider the request. Its decision will be final.

EXAMPLE

TITLE/SUBJECT
BORROWING LIBRARY
PATRON
ADDRESS
PHONE
COMMENTS/VERIFICATION

AUTHOR
C. NO.
DATE
__ORL __RESERVE
__INTER-COUNTY
__A __RBH
__BKM __NH
__C __WF
__F __W
__G __Z
__K
__INTER-LIB. LOAN
DATE DUE

B. Young Adult Book Selection

The ultimate aim of library work with young people is to contribute to the development of well-rounded citizens of their own country and the world. To this end, readable adult titles are selected that are keyed to the young people's needs and interest, as well as books that will tend to open up new interests in cultural, economic and social fields. Some titles written specifically for young people are naturally included in the collection, and children's titles are occasionally duplicated. Since readers of teen age vary widely in ability and background, the books selected for them will, of necessity, vary in content and reading difficulty, but all titles are purchased in the hope that they will lead to continued reading in adult fields on as high a level as possible for each individual.

C. Children's Book Selection:

The basic policy of book selection for children is to choose the best new books and replace and duplicate the older titles which have proved their worth. The selection includes books for recreational reading, inspirational books of lasting value, and books of information covering a wide range of knowledge that will satisfy the child's natural curiosity and widen his interests. Each book is judged on its own merit. It is also considered in relation to the collection as a whole and in relation to the children for whom it is intended. It is the policy of the children's department to choose books from authoritative book reviews and from a knowledge of the reliability of the author.

D. Duplication:

Every agency responsible for book selection is confronted with the problem of evaluating demands and needs for the duplication of materials. While the problem differs in the various departments and branches, the library, in general, attempts to weigh the specific demand in relation to the total library program and policies. In general, titles for which there is little public demand will be duplicated less than those titles for which there is public demand. As to the latter, duplication may go as far as copies for all branches certain titles which are in heavy demand. The main objective for this action is to satisfy topical public interest so that, hopefully, patrons will return for the use of other materials and programs in the library. There may also be a large number of duplications in all branches of titles which are considered minimum needs for the basic collection of each branch.

E. Foreign Language Collections:

Books in numerous foreign languages are provided for readers with general rather than specialized interests.

F. Paperbacks:

Paperbacks will be bought, either to explore a possible awakening interest or to fill a gap for which a regular book may seem too expensive because of lack of present interest in the topic. They may also be purchased to fill a demand of popular and current books.

G. Textbooks:

It is not the purpose of the collection to serve as an elementary or high school or college supplementary library, although many of its books and materials may be so used. It is the responsibility of the public school system to supply these curriculum materials. The Public library's largest and most important field of emphasis is the adult field of informal education because no other public institution exists here which can perform this function adequately. Therefore, the public library will only buy textbooks which meet a specific need.

VII. Non-Book materials

A. Audio Visual Materials:

Selection of A-V materials for the library will be determined by usefulness and not be limited by format. Resources include slides, films, phono-discs and tapes, maps, music scores, micro-reproductions, and pictures. Selection will be undertaken much in the manner of books, using the broadest possible bases for imput. (See Section VI. A.) Duplication of materials will be made under the same guidelines as for books (Section VI, D.)

B. Pamphlets:

Pamphlets are acquired to supplement books in subject fields where reference or circulation material of recent date in concise form is essential. Duplication of pamphlets will be made according to demand, need, and appropriateness to collections.

C. Periodicals:

1, Magazines

The first priority in purchase of magazines is to maintain all titles in the Readers' Guide for the main library.

All Branches which receive Abridged Reader's Guide will receive most of the titles contained in it, but not necessarily all. Decision to include some titles will be based on need and usage at each branch. (As the system continues to grow, it is possible that other periodical indexes will be purchased. Depending on the subject covered and the range of titles, a certain amount of the titles indexed will be purchased. The number will be determined by need and demand.)

A second priority will be the maintenance of magazines and periodicals pertaining to North Carolina. As far as possible, a complete collection of such magazines is aimed for.

After the above two priorities are filled, other magazines and periodicals will be purchased to satify public demand, within budget limitations. While decency and appropriateness will influence decisions on title, magazines will be purchased that are not necessarily the most highly recommended, if the title is in demand and is not offensive in pictorial content or in the writing in so far as ridicule of race, color or creed. Duplication of magazine titles will be based on demand, need and appropriateness.

Denomination periodicals, because they often indoctrinate in behalf of a particular church philosophy, are not purchased from public funds, but may be received as gifts. The library does not necessarily endorse the contents and has other material on the same subject.

2. Newspapers:

The main library will be provided with all local and county newspapers, as well as enough titles from the state, region, and the nation to give a balance account of current events as well as to give access to information in other localities.

Branches will receive at least one local Raleigh paper as well as any other local paper of a branch's local municipality. Other titles will be added according to demand, need and appropriateness.

VIII. Controversial Issues:

The public library subscribes to the "Freedom to Read Statement" adopted by the American Library Association. In so doing, the public library asserts its right and duty to keep on its shelves a representative selection of books on all subjects of interest to its readers and those not prohibited by law, including books on all sides of controversial questions. Books on any subject, if published by reputable and well known publishers and sold without restriction in bookstores, are properly admitted to the public library. The public library has no right to emphasize one subject at the expense of another, or one side of a subject without regard to the other side. It must carry the important books on all sides and all subjects.

A. Labeling:

The library will not indicate, through the use of labels or other devices, particular philosophies outlined in a book. To do so is to establish in the reader's mind a judgment before the reader has had the opportunity to examine the book personally.

B. Religion:

In the literature of religion, more, perhaps, than in any other class, library selection must be broad, tolerant, without partisanship or propaganda, yet consistently directed toward the choice of the best books as regards authority, timeliness, and good literary quality.

C. Sex:

The library purchases books about sex for such users as social workers, clergymen, physicians, teachers, parents, young people contemplating marriage, newly married couples, and adolescents. An effort is made to obtain only material that is authoritative and up-to-date.

D. Subversive Publications:

The library will not knowingly buy subversive publications. Material purchased, and found to be suspected subversive, will not be discarded. Titles will be matched against lists considered by the Attorney General of the United States to have interests in conflict with those of the United States. The F.B.I. may be consulted also, if necessary. Material which is checked subversive but which has some value for the study of propaganda, or which may be useful in helping to understand the psychology of the enemy may be retained by the library. It will not be kept on the open shelf but will be available upon request.

The work of individual authors, even though such authors may be under ban as members of organizations listed as subversive, shall not be denied circulation unless the work itself be considered by the library as subversive in character.

It shall be the library's concern to express a creative approach to a vigorous Americanism. Through its books and services and its good example in citizenship, it shall endeavor by act and precept to offset as far as possible, influences which may be working for evil in the community.

IX. Gifts:

As a rule, the library accepts gifts without commitment as to final disposition. See Section 9.

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X. Complaints:

Upon receipt of a complaint, the patron will be asked to fill out the REQUEST FOR RECONSIDERATION OF A BOOK form. (See sample at end of Section 8.1) The complaint then will be presented to the director for re-evaluation. The decision of the director will be final in regards to final disposition.

XI. Weeding:

Weeding is an integral part of book selection by which a library removes worn, outdated, and unused books from its shelves. Systematic weeding is not an irresponsible disposal of public property, but a public service which is often the first most needed act in increasing library use. A smaller collection which is good, attractive, and used is a greater credit to a community than a large number of books which tend to remain on the shelves because of poor format or poor content. Weeding will be done by the professional librarian in charge.

8.2 Suggestions for purchase - Library Assistants

The Library Assistants in charge of the community and neighborhood libraries are encouraged to recommend books for purchase by the library system. Such recommendations should come from those books reviewed in Booklist, as well as any other book review source. Items not selected from Booklist should also have the source from which it was obtained. These suggestions should be submitted to the Extension Librarian in charge on the "Booklist Suggestion" form.

See Sample.

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BOOKLIST SUGGESTIONS
(up to 10 - fic. & n. f.)

Name of library:

Date of booklist:

Author	Title	Page

The recommendations submitted in this manner are screened by the Acquisitions Librarian. When a title recommended in this fashion is purchased for the rotating collection, it is first rotated to those libraries where the Library Assistant-in-charge recommended its purchase.

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CITIZEN'S REQUEST FOR RECONSIDERATION OF A BOOK

Hardcover Paperback

Author:
Title:
Publisher:
Request initiated by:
Telephone: Address:
City: Zone:

Complaint represents:
Himself: ______________
Name of Organization______________________________________

Identify other group______________________________________

1. To what in the book do you object? (Plese be specific; cite pages.)

2. What do you feel might be the result of reading this book?

3. For what age group would you recommend this book?
4. Is there anything good about this book?

5. Did you read the entire book? What parts?

6. Are you aware of the judgment of this book by literary critics?
7. What do you believe is the theme of this book?

8. What would you like your public library to do about this book?
__________________withdraw it?

__________________place on shelf for "request only"? (not on open shelves)

__________________send it back to the Director for re-evaluation?

9. In its place, what book of equal literary quality would you recommend that would convey as valuable a picture and perspective of our civilization?

____
Signature of Complainant

Your interest in the library is greatly appreciated. Your complaint will be turned over to the Director for consideration, subject to Section X of the Book Selection Policy.

COUNTY OR REGION WAKE NAME OF LIBRARY IF DIFFERENT ________ DATE 2/23/78

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To achieve Standards for Public Library Service in North Carolina (adopted 1977) the system has:	Date of adoption or latest revision	Comments
a written statement of objectives	No	
a materials selection policy	Yes	2/1/74
a personnel policy	Yes	1/1/78
a procedures manual	Yes	Varies depending upon need
adopted the Library Bill of Rights	No	
adopted the Freedom to Read Statement	No	

	Yes	No	Comments
institutional membership in:			
North Carolina Library Association	x		
North Carolina Trustee Association		x	
American Library Association		x	
American Library Trustee Association		x	
uniform lending practices	x		
regularly scheduled intralibrary delivery system	x		
telephone service between units	x		
maintains information regarding organizations in the community	x		

1976 " 269,500

	Standards	Existing	Needed
Number hours open per week - main library See			
Branches 1. Attached			
2.			
3.			
Book collection size	539,000	278,462	260,538
Additions to collection	44,925	22,487	22,438
New nonfiction titles	10,760 - 16,140	4,844	5,916 - 11,
Juvenile holdings	134,750 -188,650	68,494	66,256-120,1
Juvenile annual acquisitions	14,825	5,569	9,256
Sound recordings	3,000+	7,089	-
8mm films	200+	126	75+
Sound film strips	200+	147	53+
Periodicals - number of titles	400+	368	32+
years of back issues	1963-1968 to date	1960 - date	-
% of titles indexed in READERS' GUIDE - main library	100%	100%	-
% of titles indexed in ABRIDGED READERS' GUIDE - branches	100%	95%	5%
Discards	13,923	9,344	4,579
Personnel - professional	88FTE	16FTE	72FTE
paraprofessional	176 FTE	83FTE	93FTE
Facilities: Main library square feet			
Branches 1. See Attached			
2.			
3.			

COUNTY OR REGION WAKE COUNTY NAME OF LIBRARY IF DIFFERENT DATE 2/23/78

5-19

GOVERNMENT AND ADMINISTRATION:

Governing body Wake County

Board of Trustees: 6 members 4 male 2 female

Ethnic make-up: 5 white 1 black 0 other

Age: 1 15 to 30 years 0 30 to 45 years 4 45 to 65 years 1 over 65 years

Occupation: 2 professional 4 business student housewife blue colla

Term of office: 3 years

By whom appointed: Wake County Commissioners

By-laws: x yes no When adopted Revised Under Revision

Number of independent libraries within county and region: 0

Library operating receipts 1,520.144 Local per capita 4.41 Total per capita 5.64

Expenditures:

Personnel 71 %

Books and materials 12 %

Other 17 %

Library's share of local government's budget 1.3 %

SERVICE

Professional librarian on public service duty during all open hours yes x no

Length of loan period 3 weeks

Voters registered in each unit x yes no

SERVICE (con't.):

Service to groups:

Special interest lists and bibliographies	x yes	no
Program planning assistnace	x yes	no
Storytelling	x yes	no
Film showings and discussions	x yes	no
Lectures	x yes	no
Musical programs	x yes	no
Service to the handicapped	x yes	no

BOOKS AND MATERIALS:

Materials selected by: Acquisitions Librarian, other professional librarians and branch staffs.

Selection tools used: Booklist, Library Journal, Publishers Weekly, Kirkus, Ingram Hot List, NYT Book Review, School Library Journal, etc.

Special collections:
North Carolina Collection
Mollie Huston Lee Collection (Black Literature)

Branch collections are: permanent ____ rotating ____ combination x

Outline policies and procedures for distribution of materials to branches and/or mobile units:

The main library serves as the nexus for distribution of materials to all service points. New materials, materials returned at locations other than the one assigned, audiovisual materials, intercounty and inter-library loan materials, are all sorted and distributed to branches from the Headquarters library. This is done by the Messenger service.

COUNTY OR REGION WAKE NAME OF LIBRARY IF DIFFERENT ________ DATE 2/23/78

5-21

BOOKS AND MATERIALS (con't.):

Outline procedure for reserve requests:

1. If a title is owned by a branch and is in circulation, the patron reserves the material at the branch.
2. If a title is not owned by a branch, the patron requests it and indicates whether or not Interlibrary loan is desired if the system does not own the book.
3. The request is sent to Central Reserves.
4. Central Reserves searches system holdings.
5. If title is owned, Central Reserves obtains it and send it to branch.
6. If not owned, and ILL is requested, Central Reserves searches and requests title.
7. Central notifies patrons when titles are not available.
8. Patron may telephone and have material on shelves sent from one location to another, clearing through Centra Reserves

Estimated waiting time for requested materials unknown

PERSONNEL

Percentage of total professional time spent in direct public service 20%

Regular in-service training for staff	x yes	no	
Personnel files maintained	x yes	no	
Personnel evaluated	x yes	no	frequency yearly
All staff members have an opportunity to attend workshops outside service area	x yes	no	

ORGANIZATION AND CONTROL OF MATERIALS:

Catalogs maintained and kept up-to-date in:	main library	x yes	no	branch libraries	x yes	n
	mobile units	NA yes	NA no			
Uniform overdue procedures within system		x yes	no			
Uniform reserve procedures within system		x yes	no			

PHYSICAL FACILITIES:

Number of facilities accessible to patrons in wheel chairs - 10

WAKE COUNTY
Hours of Library Service as compared
with
Standards For Public Library Service in N. C., 1976 *

Library	Standards	Existing	Needed
Main Library	66	69½	-
Apex	30	48	-
Cameron Village	66	60	-
Cary	66	68½	-
Chavis Heights	30	15	15
Fuquay-Varina	30	30	-
Garner	45	69	-
Glenwood Towers	30	20	10
Halifax Court	30	15	15
Knightdale	30	30	-
North Hills	66	68½	-
Richard B. Harrison	66	65	1
South Raleigh	30	53	-
Wake Forest	30	35	-
Wendell	30	30	-
Zebulon	30	30	-

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LOCAL GOVERNMENT EXPENDITURE FOR PUBLIC LIBRARY SERVICE IN WAKE COUNTY, FY77

Municipal Body	Municipal Expenditures	Library Expenditures	% Local Budget	Library Local per capita
Apex	$ 1,388,990	$ 18,656	1.[illegible]%	$5.96
Cary	3,656,586	39,163	1.[illegible]7%	2.29
Fuquay-Varina	688,341	12,527	1.82%	3.33
Garner	1,095,652	46,763	4.27%	4.64
Knightdale	144,910	7,282	5.03%	7.43
Raleigh	36,336,000	341,207	.94%	2.30
Wake Forest	1,238,000	10,709	.87%	3.11
Wendell	600,000	10,342	1.72%	4.64
Zebulon	443,839	10,881	2.09%	5.09
Wake County	42,354,996	664,842	1.57%	2.47
TOTAL	$87,897,314	$1,162,372	1.32%	$4.31

Town expenditures were supplied by the Town Managers or Town Clerks. These expenditures do not reflect debt retirement or capital expenses.

Library expenditures were taken from the audit for FY77. It should be noted that not all library expenses are reflected in the library appropriation. Some building maintenance and utilities expenses are paid directly by some towns.

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WAKE COUNTY

Square Footage of Public Library Facilities in 1978 as compared with Standards for Public Library Service in North Carolina, 1976

Library	Standards	Existing	Needed
Main Library	89,900	30,000	59,900
Apex	2,000	2,213	-
* Cameron Village	5,000-8,000	3,776	1,224-4,124
Cary	8,565	11,780	-
Chavis Heights	NA	NA	NA
Fuquay-Varina	2,000	1,328	928
Garner	5,040	4,536	504
Glenwood Towers	NA	NA	NA
Halifax Court	NA	NA	NA
Knightdale	2,000	1,442	558
* North Hills	5,000-8,000	4,015	85-3,085
* R.B.Harrison	5,000-8,000	9,505	-
* South Raleigh	2,000	1,906	94
Wake Forest	2,000	2,625	-
Wendell	2,000	1,250	750
Zebulon	2,000	1,900	100

*

Square Foot Requirements Based on Town Population in 1976 with Exception of(*) Where it is Based on January 1, 1978 Estimates of Census Tract Populations.

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